MAY 23, 1949 PRICE 25 CENTS

BROADCASTING

The Newsweekly of Radio and Television

TELECASTING

TECHNOLOGY DEPT. RADIO CORP. OF AMER. LABORATORIES PRINCETON, N. J.

MAY 23 1949

DETROIT

"listen here, boys, hold it!"

A CLIENT OF OURS said: "You fellows keep proving to us in your ads that you can sell—sell more to more people at less cost than any high-powered station anywhere. Good heavens, man, we *know* it!

"Hold that latest, will you? Good day, you've already wiped out our $250,000.00 inventory* of a household appliance in 8-weeks and the dealers are hollering all over the place."

To which WOR politely retorts: If radio can sell a product like that—and it *can*—it can sell a *message*, *slogan*, or *idea*, too. It can peg your trademark into people's minds; it can make 'em remember and remember and remember. It can . . .

Oh, come, Gentlemen, pick up your phone, your quill, or pedal your cycle to

the station—
heard by the most people
where the most people are WOR

mutual

*That's a fact! Ask us to prove it, if you wish.

OUR 25TH ANNIVERSARY YEAR

YOU are listening to WLS

A LITTLE girl in Weirton, West Virginia, a quarter century ago, was intrigued by her uncle's big, new Atwater Kent radio with its batteries and horn. What amazed her most was the announcer at WLS in Chicago . . . for instead of following the pattern of most stations with "This is WLS," . . . he would say, "*You* are listening to WLS."

It took Mildred's uncle months to convince her that the friendly WLS announcer could not actually tell that *she* was listening. "He always sounded like he just *knew* I was listening to WLS," Mildred says now. Meantime, she has moved to 2131 West Evergreen in Chicago, and is Mrs. Frank Gross—still a daily listener to Lulu Belle and Scotty, Bob Atcher and other WLS stars.

Mrs. Gross put into words one of the basic reasons for WLS acceptance in millions of Midwest homes—the friendly voices that take a *personal* interest in the listener. Whether it's Jack Holden or Hal Culver, Stilwill or Brinkley or Baker or Bailey, Al Tiffany, Larry McDonald, Dinner Bell's Arthur C. Page—listeners feel a friendly personality is talking *to them.*

For twenty-five years, in every WLS program, this thought has stayed uppermost—not that WLS is broadcasting—but that "*You* are listening—"

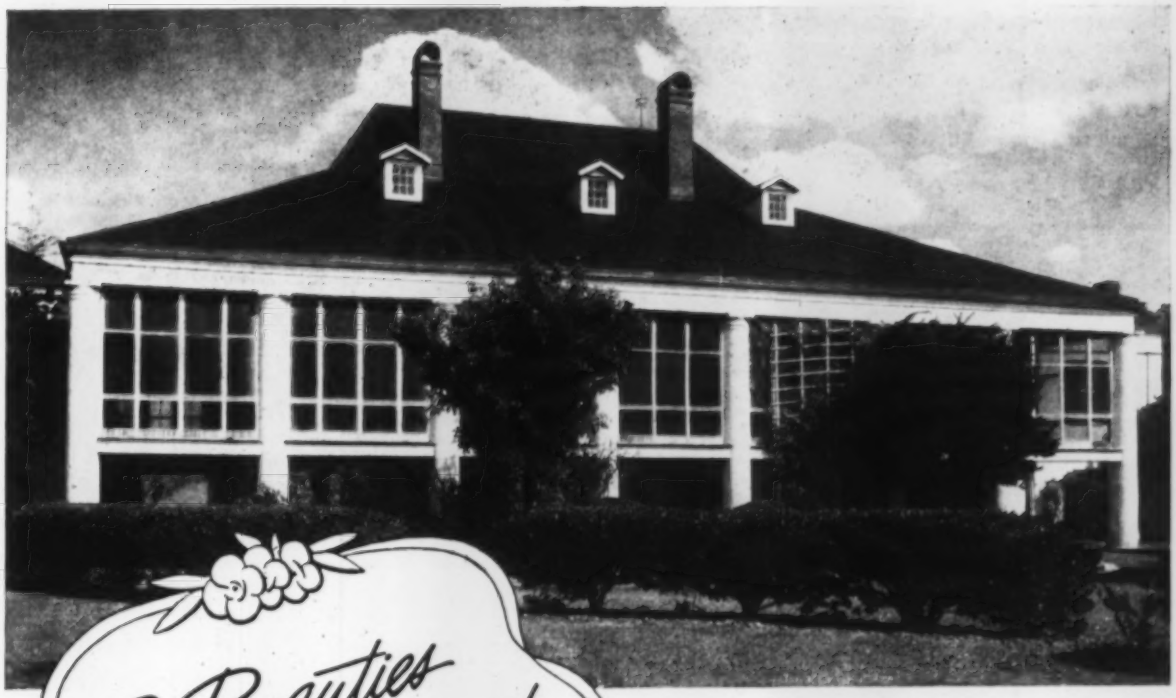
This WLS attitude accounts for the strong personal loyalty of millions of our listeners, and their always immediate response to the friendly voices that sell for our advertisers, in city, town and farm throughout Illinois, Indiana Michigan and Wisconsin.

A Clear Channel Station

WLS CHICAGO 7 The PRAIRIE FARMER STATION

890 KILOCYCLES • 50,000 WATTS • ABC AFFILIATE

REPRESENTED BY JOHN BLAIR & CO.



3 Beauties of the Deep South

1. D'ESTREHAN, historical mansion near New Orleans, exemplifies West Indian architecture. Built in the 1820's by the pioneer family for whom it was named.

2. THE FUR INDUSTRY IN LOUISIANA— largest fur-producing state in the nation. Provides income for 100,000 people, adding $10,000,000 gross spending power annually. Another reason why WWL-land exceeds national average in increased income, buying power, general prosperity.

3. WWL'S COVERAGE OF THE DEEP SOUTH 50,000 watts—high-power, affording advertisers low-cost dominance of this new-rich market.

Note: Coverage mapped by Broadcast Measurement Bureau. Some scattered counties, covered by WWL, are not shown.

The greatest selling power in the South's greatest city

50,000 WATTS CLEAR CHANNEL CBS AFFILIATE

WWL
NEW ORLEANS
A DEPARTMENT OF LOYOLA UNIVERSITY

Represented Nationally by The Katz Agency, Inc.

Published every Monday, 53rd issue (Year Book Number) published in February by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

BROADCASTING at deadline

Closed Circuit

DECISION expected shortly on appointment of new president and general manager of WCAU Philadelphia (AM-TV-FM) to succeed Dr. Leon Levy who's desirous of relinquishing day-to-day operations to devote more time to personal investments and family interests. Several topflighters in station management under consideration but speculation is premature since there has been no meeting of *Philadelphia Bulletin* minds.

EXTENT to which banks may be sensitive to competitive radio picture reflected in report that within hours after M. H. Aylesworth's prediction of radio doomsday in three years because of television, plus FCC Chairman Coy's optimistic TV outlook, one banker contacted station client and called his loan. Broadcaster cited this as indication of need of offsetting such "destructive propaganda."

CLARIFICATION of Cuba's position with respect to extension of NARBA pact, governing continental broadcast allocations, may be sought by U. S. State Dept. and FCC officials considering desirability of asking high-level Cuban communications officials to talk informally since there's been no clear-cut expression of views from Cuba.

PHONY STORIES about what FCC is alleged to be doing are causing that agency no little anguish. Fortnight ago there was published report that FCC had decided to retain editorializing ban, which was diametrically opposed to planned action (which won't be taken finally until this week). Last week there were headlines about what FCC had done on giveaway issue when that matter hasn't even been discussed since March 29 at which time FCC directed its staff to study state and federal cases dealing with lotteries; nothing more.

CHAIRMAN ED JOHNSON of Senate Interstate & Foreign Commerce Committee has shot another hot question at FCC. He wants to know when Commission will lift TV freeze, in force since last September and which was to have thawed weeks ago based on FCC's original promises. Answer may come any day.

IT LOOKS certain that NAB Sales Managers and Small Markets committees will be merged into overall Broadcast Advertising Bureau committee. Unofficial board vote heavily favors idea.

COLGATE-PALMOLIVE-PEET CO. considering half-hour television show featuring Hollywood name star.

MOSS ASSOCIATES, New York, advertising agency, preparing five-minute television program for Semca Watch Corp., New York, for fall presentation. Network not yet selected.

WILLIAM H. WEINTRAUB CO., New York, understood to be lining up five advertisers to participate in sponsorship of *Vanity Fair* show on WCBS-TV New York.

UPCOMING: FCC action on 18-month-old

(Continued on page 82)

Upcoming

May 23-25: Broadcast Engineers Conference, Biltmore Hotel, Atlanta.
May 25-26: Ohio Assn. of Broadcasters, Columbus.
May 26-27: Virginia Assn. of Broadcasters, Tides Inn, Irvington, Va.
May 29-June 1: Advertising Federation of America 45th annual convention, Rice Hotel, Houston, Tex.

(Other Upcomings on page 61)

Bulletins

WMOR, Chicago's newest FM station, has signed with Consumer's Aid for store broadcasting in Jewel food chain for two years, starting May 30. Programming to be fed to 150-plus stores Mondays through Saturdays, 8:15 a.m. to 6:15 p.m. (CDT).

IBEW AND CBS DIVIDE NATIONAL, LOCAL ISSUES

IBEW and CBS negotiations took unprecedented turn Friday. Parties decided to split negotiations for 500 engineers into "national" and "local" items. Local items, such as wages, grievances, days off, to be negotiated in New York, Chicago, San Francisco, St. Louis, Minneapolis, Boston. National items, such as union recognition and membership, to be negotiated separately. One result of splintering negotiations might be pay differentials for various cities.

Talks began Monday as scheduled after both sides gave proper notice under contract to reopen certain clauses. Matters not reopened continue in effect from year to year. New clauses decided upon will become effective May 28, birthday of contract, and retroactively if necessary.

Among matters reopened are wages, seniority, penalty payments and posting of days off. Wages and seniority are regarded as more important points.

IBEW asks increases up to $35 weekly in some categories, it was said. Company is seeking to maintain status quo, for most part, so far as wages is concerned, with pay differentials for various cities. Seniority question involves in part status of television employes. CBS wishes to divorce TV and AM operations in this respect, it was said. By doing so, layoff of AM engineer with more seniority than TV engineer would be possible. IBEW opposes this in favor of strict seniority applicable to engineers regardless of type of operation.

NLRB ELECTIONS CERTIFIED

CERTIFICATION of elections at WBT Charlotte, N. C., and WOLF Syracuse, N. Y., reported by NLRB regional directors. IBEW certified for technicians at WBT, AFRA for announcers at WOLF.

Business Briefly

MILES MUSICAL ● Miles Labs., Elkhart, Ind., June 6 starts 15-minute across board musical with Martha Tilton and Curt Massey, replacing *Herb Shriner Time*. Agency, Wade Adv., Chicago (see story page 30).

LEE PHARMACAL ADDS ● Lee Pharmacal Co., Beverly Hills (Spray-A-Wave), to sponsor added 15-minute segment of CBS Arthur Godfrey morning show, five times weekly, 10:15-11:30 a.m. effective May 30. Dancer-Fitzgerald-Sample is agency. Other sponsors are Gold Seal Wax, National Biscuit Co. and Liggett & Myers (half-hour).

WWBZ APPOINTS ● WWBZ Vineland, N.J., names Joseph Hershey McGillvra Inc. as national representative.

TWO DROPPING ● Household Finance Co., through LeValley Inc., Chicago, dropping *Backstage With Barry*, CBS-TV, Tues., 10-10:15 p. m., after May 24. Army Air Forces Recruiting Service, through Gardner Adv. Agency, dropping *Skyways to the Stars*, CBS, Sun., 4:30-5 p. m., effective May 22.

SUN-RAY DRIVE ● Sun-Ray Hair Preparations Co., New York, planning extensive mail-order radio campaign with possible use of 10 or 15-minute programs considered. All major markets to be covered, including New York, Boston, Baltimore, Washington, Chicago, Los Angeles, San Francisco, St. Louis, Indianapolis, Detroit, Buffalo and stations in Texas. Agency, Casper Pinsker Adv., New York.

SPOT TEST ● Ted Bates Inc., New York, preparing TV spot announcements for Continental Baking Co. If approved, TV spots to be tested in New York area.

ROSS CHANGES MIND

AFTER Norman Ross and NBC announced earlier in week he was resigning from *400 Hour* as m.c., Mr. Ross and Chicago & North Western Railway announced late Friday they had agreed on terms of new contract (see early story page 74).

NABET, WOR-WOIC STILL SEEKING AGREEMENT

NABET sent Clarence Westover, its national executive secretary, to aid in deadlocked negotiations for 115 engineers at WOR New York and WOIC (TV) Washington [BROADCASTING, May 9].

Highest level WOR officials, including President Theodore C. Streibert, joined talks Friday at which Bernard Forman, of Federal Mediation and Conciliation Service, was trying to keep parties together. With strike vote already taken, situation was regarded as tense.

It was learned that NABET still was holding out for 15% wage increase while management is said to have made no salary offer. Following caucuses by both sides Friday afternoon, in which they both re-examined their positions, talks were resumed. When session adjourned Friday for weekend, J. R. Poppele, vice president and chief engineer of WOR, reported some progress had been made. Talks resume today (Monday).

WANTED

BY LISTENERS IN 5 BIG MARKET-AREAS!

In the PHILADELPHIA area

Listeners like plenty of music, daytime and nighttime. They get it, smoothly leavened with sales-producing commercials, in KYW's *new* Midday Review, starring Johnnie Deegan (12:05-1:30, Mon. thru Fri.) and in Tom Rodgers' *new* evening platter show at 11:05 (Mon. thru Sat.).

In the PITTSBURGH market

Radio fans wanted *more* of that sensational pair, Buzz and Bill. KDKA obliges, with a 45-minute program featuring Buzz and Bill *every* weekday morning (8:45-9:30).

In the PORTLAND market

Kids and grown-ups alike heard a newcomer named Bob Amsberry. *Everybody* liked him! KEX now gives him *two* shows daily.. a dawn-hour platter program (6:00-6:45) and an afternoon juvenile (4:30-5:00).

In the MIDWEST

Listeners like to keep up-to-the-minute with popular music. WOWO, Fort Wayne, meets the demand with a *new* daily disc show at 6:15 PM. Roy Harvey's "Top Two" airs the region's two best-selling records of the day.

In NEW ENGLAND

Audiences like to start their day with cheerful music and light-hearted comment. They get both (interspersed with serious reports on news and weather) on the *new* Carl deSuze show, 7:05 AM, Mon. thru Sat., on WBZ, Boston, and WBZA, Springfield.

REWARDS!

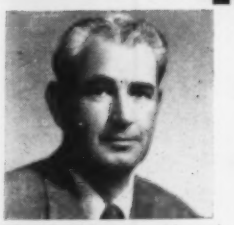
For advertisers, Westinghouse stations' development of new programs and new talent spells new sales opportunities! Ask Free & Peters for information on these and other new programs.. and on the fast-growing audiences attracted by these Westinghouse stations.

WESTINGHOUSE RADIO STATIONS INC

KDKA • KYW • KEX • WBZ • WBZA • WOWO • WBZ-TV

National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales

BIGGER... BETTER... Stronger than Ever

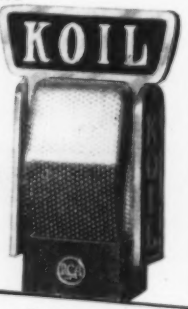


"Ernie" Webber, president of Webber Motors, Omaha, sponsor of the "Sportlog."

Bob Steelman, KOIL's Sports Director, featured on Webber Motors' "Sportlog."

2nd Year of the Midwest's Biggest Sports Package

WEBBER MOTORS' "Sportlog"



Tremendous results the first year! Now, Webber Motors' "Sportlog" starts its second year greater than ever. Two new features have been added—Football and a Hunting and Fishing series.

A combination of all KOIL's sports programs—"Sportlog" is 100% sponsored by Webber Motors, Omaha, distributor and dealer of Dodge and Plymouth cars and trucks. Webber Motors is just one of the many local advertisers who buy local shows on KOIL IN A BIG WAY year after year.

KOIL Builds Programming That Pays Off!

105 advertisers use KOIL today . . . . 30 have received continuous service for over 5 years. KOIL is TOP ABC station in the nation in morning and afternoon audience . . . it's second at night. (Jan.-Febr., '49 Hooper). Ask about KOIL shows that will pay off for *you* in the Omaha area.

KOIL

OMAHA & COUNCIL BLUFFS BASIC ABC 5000 WATTS

Represented by Edward Petry & Co.

BROADCASTING TELECASTING

Published Weekly by Broadcasting Publications, Inc.

Executive, Editorial, Advertising and Circulation Offices: 870 National Press Bldg. Washington 4, D. C. Telephone ME 1022

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FEATURE CALENDAR

First issue of the month: AM Network Showsheet
Second issue: Network Boxscore; Public Interest
Third issue: Trends Survey
Last issue: Telecasting Showsheet

At Washington Headquarters

SOL TAISHOFF
Editor and Publisher

EDITORIAL
ART KING, *Managing Editor*

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Estelle Markowitz.

CIRCULATIONS AND READERS' SERVICE
JOHN P. COSGROVE, *Manager*

Lillian Oliver, Warren Sheets, Elaine Haskell, Edward V. Duggan, Carolyn Sheets, Chapalier Hodgson.

NEW YORK BUREAU
250 Park Ave., Zone 17, PLaza 5-8355

EDITORIAL: Edwin H. James, *New York Editor;* Herman Brandschain, *Asst. to the New York Editor;* Florence Small, Gloria Berlin, Betty R. Stone.

Bruce Robertson, *Senior Associate Editor.*

ADVERTISING: S. J. Paul, *Advertising Director;* Marjorie Dorrance.

CHICAGO BUREAU
360 N. Michigan Ave., Zone 1, CEntral 6-4115
William L. Thompson, *Manager;* Jane Pinkerton.

HOLLYWOOD BUREAU
Taft Building, Hollywood and Vine, Zone 28. HEmpstead 8181

David Glickman, *West Coast Manager;* Ralph G. Tuchman, *Hollywood News Editor;* Ann August.

TORONTO
417 Harbour Commission Bldg. ELgin 0775
James Montagnes.

BROADCASTING • Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING •—The News Magazine of the Fifth Estate. Broadcast Advertising • was acquired in 1932 and Broadcast Reporter in 1933.

• Reg. U. S. Patent Office

Copyright 1949 by Broadcasting Publications, Inc.

Subscription Price: $7.00 Per Year, 25c Per Copy

A Winner

. . . of the coveted Sigma Delta Chi journalism award for an outstanding job of radio reporting . . .

"George J. O'Connor, News Editor of Station WINR, Binghamton, N. Y., was judged to have done an outstanding job of radio reporting when he anticipated that a flood was moving towards Binghamton and other communities and went ahead on his own authority to warn the public and perform a spirited public service."

Quoted from Sigma Delta Chi release to the Press, May 6, 1949

on WINR

IN THE TRIPLE CITIES
People Listen to WINR

AFFILIATE NBC

BINGHAMTON • ENDICOTT • JOHNSON CITY

George P. Hollingbery, National Representative

BINGHAMTON, N. Y.
C. A. Bengtson, General Manager

THE 73rd NBC MARKET

Albuquerque	KOB	NBC
Beaumont	KFDM	ABC
Boise	KDSH	CBS
Boston-Springfield	WBZ-WBZA	NBC
Buffalo	WGR	CBS
Charleston, S. C.	WCSC	CBS
Columbia, S. C.	WIS	NBC
Corpus Christi	KRIS	NBC
Davenport	WOC	NBC
Des Moines	WHO	NBC
Denver	KVOD	ABC
Duluth	WDSM	ABC
Fargo	WDAY	NBC
Ft. Wayne	WOWO	ABC
Ft. Worth-Dallas	WBAP	ABC-NBC
Honolulu-Hilo	KGMB-KHBC	CBS
Houston	KXYZ	ABC
Indianapolis	WISH	ABC
Kansas City	KMBC-KFRM	CBS
Louisville	WAVE	NBC
Milwaukee	WMAW	ABC
Minneapolis-St. Paul	WTCN	ABC
New York	WMCA	IND
Norfolk	WGH	ABC
Omaha	KFAB	CBS
Peoria-Tuscola	WMBD-WDZ	CBS
Philadelphia	KYW	NBC
Pittsburgh	KDKA	NBC
Portland, Ore.	KEX	ABC
Raleigh	WPTF	NBC
Roanoke	WDBJ	CBS
St. Louis	KSD	NBC
Seattle	KIRO	CBS
Syracuse	WFBL	CBS

Television

Baltimore	WAAM	New York	WPIX
Fort Worth-Dallas	WBAP-TV	St. Louis	KSD-TV
Louisville	WAVE-TV	San Francisco	KRON-TV
Minneapolis-St. Paul	WTCN-TV		

-Eye Radio"

LOCALIZED RADIO

THIS message is being written on March 28, 1949. Yesterday's temperature was 85 in Richmond, 76 in New York, 56 in San Francisco, 83 in Washington, D. C., and 41 in Minneapolis. In some areas, it's time to talk about the "warm-weather advantages" of your products, be they dairy-goods or deodorants. . . . In other areas, ice is still on the ponds.

Whether it's in March, August or December, almost any day of the year is "different" in vast America. And with national spot (Bull's-Eye) radio, you can make that difference help you to *sell goods.*

Here at Free & Peters there's nothing we like better than talking to advertising people who want to quit generalizing in their radio selling—who want to capitalize on the fact that sales are made in local stores, and for just such local reasons as the local temperature. How about it?

FREE & PETERS, INC.

Pioneer Radio and Television Station Representatives
Since 1932

NEW YORK CHICAGO
ATLANTA DETROIT FT. WORTH HOLLYWOOD SAN FRANCISCO

Radiorama

KTUC Tucson's "roving reporter" Ralph Radcliffe (l), Tucson mgr. of American Airlines, receives equipment from Lee Little, KTUC pres. Mr. Radcliffe will record shows for KTUC while in Europe on airlines inspection. He will airmail the recordings to Tucson for airing on KTUC.

NEWLY elected member of Di Gamma Kappa, national radio fraternity, is George B. Storer Jr., son of Fort Industry Co. head. Mr. Storer, 23, is station manager of Fort Industry Co.'s WAGA-TV Atlanta, Ga., which opened in March. He was elected to fraternity's charter chapter at U. of Georgia during the Radio Institute May 12-14.

ON BEHALF of the radio industry, NAB President Justin Miller (l) presents plaque to Wallace H. White Jr., who retired last January as Republican Senator from Maine. Presentation was made at a dinner tendered by Judge Miller [BROADCASTING, May 16].

ADDRESSING Advertising Club of Baltimore on "Arrow Beer Day," celebrating brewery's anniversary, is Joseph Katz, president of Katz Agency which handles Arrow account. At left is Dale Carnegie, who was the speaker of the day.

WINNER for second consecutive year of Los Angeles Ad Women's "Lula" award for her radio advertising campaign for Don Lee network, Joy Berghell of R. W. Webster Adv. is congratulated by Herb Sonnenberg of Don Lee.

WORKING out commercial format for *News of Washington*, WOL Washington series, are Henry V. Seay (l), WOL account executive, and Robert C. Jones, senior partner, Robert C. Jones & Co. investment firm, show's new sponsor.

DISCUSSING spot broadcasting at Boston dinner meeting of Waltham Co. and National Assn. of Radio Station Representatives [BROADCASTING, May 16] are (l to r) John J. Hagerty, Waltham president; T. F. Flanagan, NARSR managing director; C. Keefe Hurley, Waltham trustee; Robert Foster, Paul H. Raymer Co.; Art Smith, Edward Petry & Co.; Dana Baird, Weed & Co., and Frank M. Headley, Headley-Reed president and president of NARSR.

AWARD for operating 297,629 man hours without loss time accident is presented WRVA Richmond by Liberty Mutual Insurance Co. L to r: Walter Bishop, David Woods, WRVA; Ernest Cutler, Liberty Co.; C. T. Lucy, WRVA gen. mgr.; Sam Carey, WRVA.

GIVING okay to Graybar Electric Co. contract for *Breakfast Party* on WHK Cleveland are (l to r) standing—Everett Jarett, Gerst Adv.; Saul Glantz, WHK; Jack Mauer, WHK; seated—Roy Blaha (center), Graybar; Bob and Rena Ledyard, show's stars.

CITATIONS for meritorious achievement in radio and television are presented to three Syracuse U. Radio Center alumni at annual Radio Day celebration. L to r: Vice Chancellor Finla G. Crawford, who made presentations; Prof. Kenneth G. Bartlett, SU director of radio and TV; recipients, Marty Glickman, WMGM New York; John Warrent, sales manager, WNBC WNBT (TV) New York, and Simon Goldman, manager of WJTN WJTN-FM Jamestown, N. Y.

Announcing....

Independent Metropolitan Sales

Established to better serve the

- **ADVERTISING AGENCY** . . Our facilities will be geared to present the true picture of the Metropolitan Independent — its vital importance in the community — its outstanding achievements in competing with "piped" programming — its sound value as an investment of your client's advertising dollar. Our limited list will assure you of maximum service on *each* station.

- **METROPOLITAN INDEPENDENT** . . We are pledged to represent *only* Independents in major markets, and *only* a restricted list of Independents. Our member stations retain the right to qualify a new station (it must be good!) and limit the number of stations (one small list). We have one picture to present — the successful Metropolitan Independent.

"INDIE SALES" invites your Independent inquiries.

Independent Metropolitan Sales

"The Nation's Popular Stations"

Jack Koste, *Pres.*
55 West 42nd Street
New York 18, New York
LOngacre 3-6741

Jack Mulholland, *Mgr.*
75 East Wacker Drive
Chicago, Ill.
ANdover 3-7169

The Patroon* of the week

GENEVIEVE LEMPER

Time Buyer,
FOOTE, CONE & BELDING,
Chicago

Miss Lemper, with her thorough knowledge of radio, does a very capable job of time buying for all radio users in the Chicago office. The William G. Rambeau rep today presented Miss Lemper with a certificate of membership in the Honorary Order of Patroons and with the deed to a tract of land in the heart of Patroon country.

*PATROON
Aristocratic Landholder of the Hudson Valley

The Fact of the week

There's no guesswork about selling merchandise on WPTR. A five week campaign brought 2,048 orders from 226 cities in 8 states and Canada.

SOON
50,000 Watts
Night and Day

Represented by RAMBEAU

WPTR
ALBANY—SCHENECTADY—TROY

PATROON BROADCASTING CO., ALBANY, N. Y.

New Business

AMBROSIA BREWING Co., Chicago (Nectar Premium beer), appoints Malcolm-Howard Adv., Chicago, to handle advertising. Intensive radio and TV campaign in Chicago area will be used. **Arthur M. Holland** is account executive.

FRONT-BUTLER Corp., Cincinnati tire distributor, appoints Associated Adv. Agency, Cincinnati, as advertising counsel. Regional spot campaign will be used. **Sam Malcolm Levy** is account executive.

ALBERS SUPER MARKETS of Cincinnati appoints Hugo Wagenseil & Assoc., Dayton, to handle advertising. Firm sponsors *Win Your Dinner* on WONE Dayton. **ANDERSON PIANO Co.,** Dayton, also appoints HW&A to handle advertising. Piano firm is sponsoring *49, the Magazine of Television* on WLWD(TV) Dayton.

BRISTOL-MYERS, New York (Ipana toothpaste), contracts for *Lucky Pup* to be telecast on WGN-TV Chicago, Tuesdays and Thursdays, 5:30-5:45 p.m. (CDT) for 52 weeks effective June 28. Agency: Doherty, Clifford & Shenfield, New York.

KERWIN, SHANE & YOUNG, Southern California distributor for Sentinel radio and television sets, appoints David S. Hillman Inc., Los Angeles, as advertising counsel. Plans call for radio and television.

SIGNAL OIL Co., Los Angeles, through Barton A. Stebbins Adv., same city, June 5 renews *The Whistler* on 16 Columbia Pacific Network stations for 52 weeks.

DALAND'S VITAMIN Co., Wilmington, Del., appoints Yardis Adv., Philadelphia, to handle its advertising. **Fred P. Fielding** is account executive.

REGAL AMBER BREWING Co., San Francisco, sponsor of San Francisco Seals baseball games on KSFO San Francisco, extended its sponsorship May 11 to include coverage of games by KPIX, TV affiliate of KSFO. Previously games on KPIX were sustaining.

FORT PITT BREWING Co., Pittsburgh, through BBDO, sponsoring wrestling bouts on WDTV (TV) Pittsburgh, Wednesdays from 9:30 p.m. to conclusion.

FIVE department stores contract to sponsor one five-minute, six one-minute TV film spots on **Catalina Inc.** (Los Angeles) swim suits. **ZCMI** Salt Lake City, to place spots on KDYL-TV Salt Lake City; **La Salle & Koch,** Toledo, on WSPD-TV Toledo; **Bon Marche,** Seattle, on KRSC-TV Seattle; **Gimbel's,** Milwaukee, on WTMJ-TV Milwaukee; **Hecht Co.,** Washington, on WNBW (TV) Washington.

THE DILL Co., Norristown, Pa., appoints Street & Finney, New York, to handle advertising for its Duz-Kil insecticide.

(Continued on page 17)

NEW HAVEN Railroad claims another first with sponsorship of terminal passenger interviews regularly on four Boston outlets. Airing departure of the New Haven's new Merchants Limited simultaneously on night of first multiple-show are (l to r) Chick Morris, WBZ; Fred B. Cole, WHDH; Tom Russell, WEEI, and Vin Maloney, WNAC. Broadcasts are scheduled 4:55-5 p.m. weekdays for one month.

The HIGH-FIDELITY RECORDER...

...for The Studio Professionalist

RCA 73-B RECORDER, with its optional cabinet type MI-11827

RCA Type 73-B

DESIGNED with almost every known device for cutting your high-fidelity reproductions, this professional recorder has everything you need for versatile control of cutting to meet any recording situation.

● For instance, a new improved cam-operated lowering device prevents stylus damage and overcutting . . . because it enables you to lower the flutter-proof cutting head gently with decreasing speed as the head approaches the spinning record.

● For instance, start and finish spiralling is controlled by a *separate* motor . . . push-button operated. Spiralling pitch: approximately 6 lines per inch at 78 rpm and 2.5 lines per inch at 33⅓ rpm.

● For instance, *you can change cutting from inside out to outside in* by the simple turn of a dial . . . without adjusting the lead screw or driving gears. The pitch is continuously variable, while recording, from 96 to 152 lines per inch to handle program overruns. During actual running, too, you can adjust the stylus cutting angle and cutting depth. Groove grouping is eliminated because the head rides smoothly along a tubular enclosure that protects the feed screw. An automatic equalizer . . . available on special order . . . compensates for recording-level variations due to changes in surface speeds.

For additional facts ask your RCA Broadcast Sales Engineer for Bulletin 1J3137 . . . or write Dept. 19-ED.

CHECK THESE SPECIFICATIONS

Frequency response	30 to 10,000 cycles, ± 2 db
Head sensitivity (groove velocity 6.3 cm/sec., 0.00079" peak to peak at 1000 cps)	+30 dbm (1.0) watt
Turntable accuracy	± ½% 33⅓ or 78 rpm
Speed regulation (wows)	0.14% rms at 33⅓ rpm 0.07% rms at 78 rpm
Turntable drive	2 hysteresis type synchronous motors, using rim drive through rubber idler rollers
Type of stylus	Sapphire or Steel
Microscope	36 power Spencer

BROADCAST EQUIPMENT

RADIO CORPORATION of AMERICA

ENGINEERING PRODUCTS DEPARTMENT, CAMDEN, N.J.

In Canada: RCA VICTOR Company Limited, Montreal

Open Mike

(Letters are welcomed. Editors reserve the right to use only the most pertinent portions.)

'Well Read'

EDITOR, BROADCASTING:

. . . It seems that everybody in the radio business reads BROADCASTING. . . . I was visiting in Indianapolis, Cincinnati and St. Louis. Every agency I called on had read the story [Pearson Co. changes, BROADCASTING, May 9] and commented on it. . . .

John E. Pearson
John E. Pearson Co.
Chicago

* * *

On Elgin American

EDITOR, BROADCASTING:

. . . The Shaw Agency was appointed [BROADCASTING, May 9, page 14] by the Illinois Watch Case Co. to direct the advertising for Elgin American's new American Beauty line of compacts, cigarette cases and dresser sets. However, Weiss & Geller, Chicago, continues to handle the Elgin American line of compacts, cigarette cases, lighter sets and dresser sets. We also continue to direct the Groucho Marx radio program and all Elgin American visual and television advertising. . . .

Irving D. Auspitz
Executive Vice President
Weiss & Geller
Chicago

* * *

Very Useful

EDITOR, BROADCASTING:

. . . I see your publication regularly, and it is, indeed, very well informed and tremendously useful.

B. Cohen
Assistant Secretary-General for Public Information
United Nations
Lake Success, N. Y.

* * *

Information Source

EDITOR, BROADCASTING:

. . . It is certainly true that without BROADCASTING most of us would find it impossible to keep informed on day-to-day activities within our own industry.

Maurice B. Mitchell
Director, Broadcast Advertising Bureau
NAB, Washington

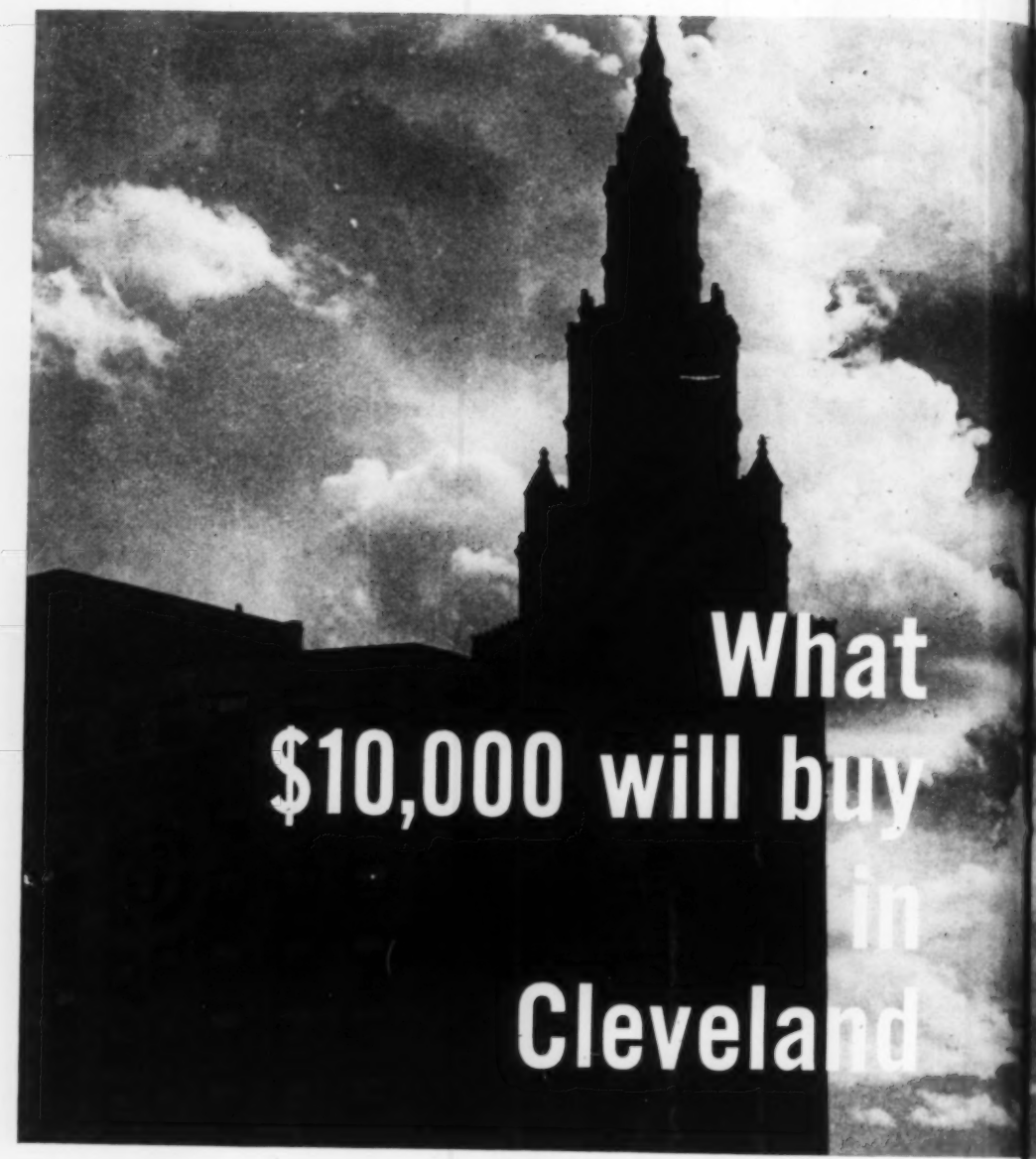
* * *

Re RIAS Budget

EDITOR, BROADCASTING:

I have read Mr. S. A. Cisler's recent letter to you [BROADCASTING,

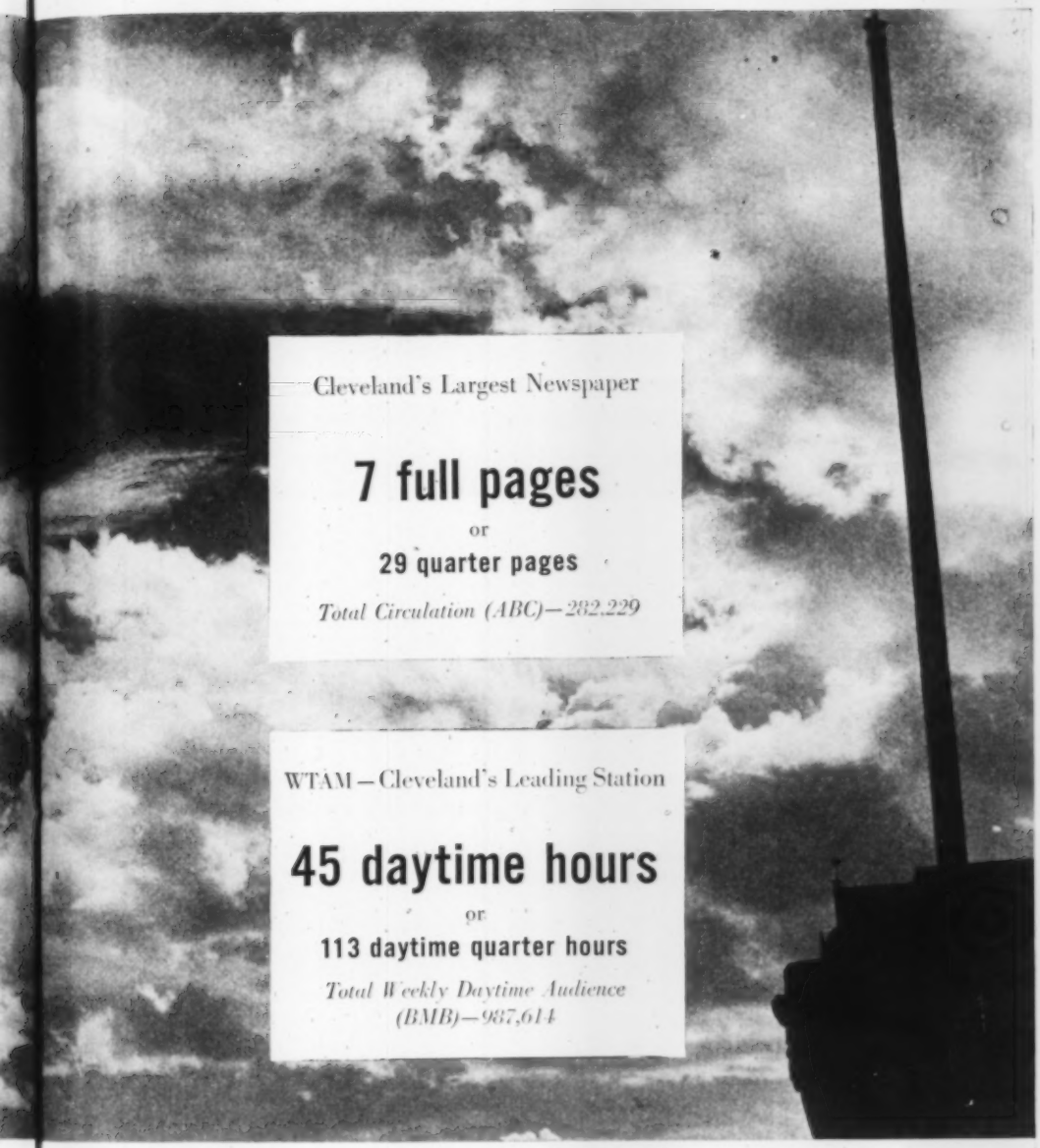
(Continued on opposite page)



For *more* impact on *more* people *more* often, the nation's leading advertisers use SPOT RADIO. For complete information on the nation's major stations in the nation's major markets, they usually call NBC SPOT SALES *first.*

NBC

representing WTAM, Cleveland • WNBC, New York • WGY, Schenectady • WMAQ



NBC SPOT SALES

New York · Chicago · Cleveland · Hollywood · San Francisco · Washington · Denver

WMAQ, Chicago • KOA, Denver • WRC, Washington • KNBC, San Francisco

(Continued from opposite page)

May 2] in which he calls the budget for RIAS, Berlin, in the middle of the Russian Zone of Germany, "Operation Rathole."

I believe Mr. Cisler's feeling a natural one . . . It was my reaction before I went to RIAS and the four other stations in our zone last year resolved to improve the situation.

Mr. Cisler wonders who is in charge of RIAS. For the last three years, it has been William F. Heimlich, former colonel, G-2, Berlin, whom many commercial executives remember as a darn good radio man with plenty of practical experience before the war. There are only three other Americans at the station.

I soon discovered, as Mr. Heimlich had known for some time, that radio in Germany is not radio in the U.S. Here are a few sample difficulties:

1. Where are you going to get radio staffs after you have thrown out the Nazis, have replaced them with their sharpest opponents, and then, after training these, have found that many of them also have to be thrown out because they are Communists. . . . Absenteeism is . . . high following years of malnutrition.

2. A part of the 600 are drivers of cars used to haul talent to work and back, or the public address cars, which are the only ways of getting the news to the people when electrical current is off all day. . . .

3. Probably the thing to do is use less people for various program types —What are all those people doing in educational school radio, for example? When radio stations must themselves provide Schools of the Air for schools with book shortages, where does Mr. Cisler propose to get this material? There are no agencies, networks, syndicates, or school studios to help.

What are all those people doing in news and political commentary? Has Mr. Cisler ever tried to answer several hundred Russian lies a day spread by a 100,000 w station just across the river?

What is RIAS doing with a symphony orchestra and other musical groups as well? With symphonies of their own at Radio Berlin (the tremendous station in the Russian Sector). Radio Leipzig and a dozen other Russian-controlled stations, twice as large and twice as well-paid as anything our zone has to offer, one begins to realize how thoroughly good, original music is a part of German life. . . .

RIAS has at least eight commentators who draw salaries comparable to those of outstanding radio men in the U. S. But for that fee these Germans, Hungarians, Romanians, etc. risk their lives every day . . . We can keep them or let the Russians have them and their following.

4. American occupation authorities broke up the cartels and combines they felt dangerous. One of the tighest was the Nazi Radio Network. There is no longer any network. Each station, and German stations are often 100,000 watters, now is in effect a network production center, creating from scratch all it broadcasts. . . .

Both RIAS and the air lift are uneconomical, admittedly. . . . But anyone who has seen any of the scores of prisoners escaped from Russian Uranium mines who come to RIAS, as the one place they know about, for help . . . realizes the impact of this station. . . .

Since the Office of Military Government has invited me to suggest other experts, I am recommending Mr. Cisler and the project he suggests (the flying of American radio men to Berlin, to "clean up the waste") with the warning, however, that unless diagnosis, is based on at least a few weeks of observation, preferably by persons who can

(Continued on page 61)

ON THE WASHINGTON SCREEN

"You have to keep a sharp eye on the television listings to keep up with WMAL-TV's science shows since they are not on a regular schedule, but they are superlative jobs of experimental television and well worth watching for."

—Sonia Stein
The Washington Post
April 10, 1949

FOR THE FIRST TIME, television fans in the Nation's Capital have seen for themselves the differences between cancer cells and healthy, normal cells of the human body. This was made possible through the twin eyes of the television camera and the microscope, (at left), a combination never before used on television. The program was produced with the cooperation of the U. S. National Cancer Institute and the American Cancer Society.

WHEN WMAL-TV ATTACHED A TELEVISION PICK-UP CAMERA (at right) to the face plate of the 40-inch reflecting telescope at the United States Naval Observatory in Washington in March 1948, televiewers were able to see at close range Mars, Saturn, and the Moon. . . . WMAL-TV had successfully demonstrated a new use for the medium of television! Captain Guy W. Clark, superintendent of the Observatory described the telecast as a "step forward in the teaching of astronomy." The WMAL-TV "first" was repeated on April 12, 1949, for a total lunar eclipse, but was only partly successful due to atmospheric conditions.

Another FIRST ! Longest single relay in TV history !

THE FAMOUS SHENENDOAH APPLE BLOSSOM FESTIVAL this April in Winchester, Virginia was televised by WMAL-TV and two unique achievements were accomplished. The final 57 mile relay was the longest single relay circuit ever used in a television broadcast and the entire 74 mile span from Winchester to Washington established a record in micro-wave relay transmission for a single broadcast! The picture was micro-waved 17 air miles to a fire look-out on Signal Mountain, 2,400 feet above sea level. There it was transmitted by another micro-wave relay 57 miles to the WMAL-TV transmitter in Washington from which it was radiated to TV receivers in the Washington area.

WMAL

WMAL—TV
THE EVENING STAR STATIONS
WASHINGTON, D. C.

WMAL-FM

Agencies

HAROLD M. WALKER, formerly with Ruthrauff & Ryan, Seattle, named general manager of Rhoades & Davis, San Francisco.

JAMES G. COMINOS, vice president in charge of radio and television at Le Valley Inc., Chicago, appointed general manager of agency. He will supervise agency's radio and TV advertising, and continue as a vice president and account executive.

DELBERT J. COOK, formerly director of advertising and public relations of Kingan & Co., Indianapolis, joins Jim Baker & Assoc., Milwaukee, as account executive.

Mr. Cominos

LOIS REICHER, formerly with Deglin-Wood Inc., New York, appointed public relations director of Ray-Hirsch Co., New York.

JOHN DUFFY, former KALL Salt Lake City and Intermountain Network news announcer and writer, join Cooper & Crowe Adv., Salt Lake City, as radio director and account executive.

JACK SCRUGGS, timebuyer, Foote, Cone & Belding, Los Angeles, leaves agency at end of this month for year's leave of absence to complete studies in Business Administration at U. of Southern California, Los Angeles.

CLAIRE KOREN, radio assistant, replaces him during that time.

BETTY SMITH joins copy department of David S. Hillman Inc., Los Angeles. She was formerly in copy department of Stodel Adv., that city.

PATIENCE ABBE, co-author of *Around the World in Eleven Years*, joins John O'Rourke & Assoc., San Francisco.

RUSSELL K. JONES, Newell-Emmett Co., New York, account executive, and C. McKim Norton, well-known yachtsman, have written *The Cruising Cookbook* which was published earlier this month by W. W. Norton Co.

TIM ELLIOT joins public relations staff of Norman Malone & Assoc., Akron, Ohio. He was formerly with WAKR Akron, as news director.

WILLIAM ESTY Co., New York, added three to its television department. They are: **SAMUEL NORTHCROSS**, formerly with Young & Rubicam Inc., in audience research group; **WILLIAM L. STUART**, former free-lance writer; **CHARLES RUSSELL**, recently with Monica McCall literary agency.

KENNETH E. MOORE, account executive at Fuller & Smith & Ross, New York, will transfer to company's Cleveland staff. He has been with the agency since November. Mr. Moore will serve newly-acquired Sherwin-Williams paint account.

WILFRED WEISS, formerly free-lance magazine writer, joins public relations staff at Kudner Agency, New York.

COUNCIL of Advertising Agency Librarians, New York, elected following officers to serve for one year: **ROSALIND MORRISON**, Doherty, Clifford & Shenfield Inc., president; **KATHERINE D. FRANKENSTEIN**, BBDO, vice president; **VERA HALLORAN**, J. M. Mathes Inc., secretary.

AGENCIES moving offices to new locations: Los Angeles—**BBDO** to 6363 Wilshire Blvd., telephone, Webster 1-1234; **Lee Ringer Adv.** to 3142 Wilshire Blvd; Washington—**Gardner Adv. Co.** to 1616 K St. about June 1.

FRANCIS J. WALSH, account executive with McCann-Erickson for the past eight years, joins Advertisers Production Services Inc., New York, in executive capacity effective June 1.

ELLIS T. GASH named a vice president of Burnet-Kuhn Agency, Chicago. He is former account executive at Campbell-Mithun, Minneapolis, and was president of the Chicago agency bearing his name for 12 years.

JOSEPH C. LIEB, formerly with Kastor, Farrell, Chesley & Clifford, New York, joins Geyer, Newell & Ganger, New York, as an account executive.

MICHAEL FLEMING, formerly with J. Walter Thompson Co., appointed copy chief of Grey Adv., effective June 1. **FREDERIC J. TRUMP**, formerly with McCann-Erickson, joins Grey as account executive.

New Business

(Continued from page 12)

MILWAUKEE FURNITURE Co. of San Francisco, sponsoring *Design for Living*, Thursdays on KPIX(TV) San Francisco.

REFINADORA de OLEAOS, Brazil, S. A., appoints McCann-Erickson's Sao Paulo office to handle advertising for its "Gordura de Coco Brasil," a cacao-oil product. Radio will be used.

SINGER SEWING MACHINE Co., Puerto Rico, appoints San Juan office of McCann-Erickson to handle its radio and publications advertising in Puerto Rico and the Virgin Islands.

Adpeople • • •

FRANCIS L. CONGDON appointed advertising and merchandising director of Altes Brewing Co., Detroit and San Diego, after 11 years with Maxon Inc., Detroit.

They Say • • •

"THE $2,800,000 lawsuit by (former) Jersey City Mayor Frank Hague Eggers against . . . WAAT —for permitting an allegedly slanderous political broadcast— focuses attention on a grave legal dilemma facing radio stations in this state and elsewhere.

"The (FCC) . . . interprets the Federal Communications Act of 1934 as forbidding stations from exercising any censorship whatever over political broadcasts. . . . Yet the stations are exposed to huge suits if the candidate buying radio time makes slanderous or libelous statements. . . . Stations do have the right, within certain limitations, to reject such scripts in toto. But it is virtually impossible for station personnel, particularly in the hundreds of smaller stations, to make sure that scripts contain no possible slander . . . ad-libbing obviously presents enormous further difficulty. . . .

". . . The strict FCC ruling on censorship is definitely in the public interest. The overwhelming majority of stations do not want the right to interfere with the free expression of views by political candidates. . . . Responsibility for any slanderous political statements clearly should rest with the party making the offense. Radio stations should be relieved of legal responsibility in such cases if they follow reasonable procedures which might be prescribed.

From an editorial appearing in The Elizabeth (N. J.) Daily Journal

* * *

". . . THE RADIO broadcasters are the most abused and worst treated of all American businesses. Especially is this true of about 1,500 independent stations. Thousands of business firms and commercial-trade associations spend millions each year in printing, labor and postage on material to be sent to radio stations . . . in hopes their material will be used, and thus they can gain radio publicity without paying for it. . . . The Government is the biggest abuser of the radio broadcasters. The Government thinks nothing of paying transcription companies [for] programs they expect the stations to run free of charge. . . . It spends eight to ten millions in magazines and newspapers each year in recruiting, with little of the recruiting going to radio. It is expected to work free. . . . Radio broadcasters outperformed all public-information media during the war, and it appears now the businessmen are quick to forget this fact, and that Congress has forgotten it, too."

Statement by W. L. Gleeson President, Broadcasting Corp. of America, Riverside, Calif. Quoted by Rep. Eugene J. Keogh (D-N.Y.) In House of Representatives

HARRY JACKSON (l), vice president of Jackson Furniture Co., Sacramento, Calif., approves contract for one of the biggest retail radio merchandising programs in history of Sacramento radio. Jackson's is sponsoring two quarter-hour strips, *Deems Taylor Concert* and participations in *G. E. Platter Party* on KXOA Sacramento. Mort Sidley, KXOA's general sales manager, beams approval.

WFBL

SYRACUSE, N. Y.

1ST in HOOPERATINGS

OCTOBER 1948 THROUGH FEBRUARY 1949

in 27 of 40 quarter hour daytime periods--Mon. thru Fri.

2nd in 10 periods
3rd in 3 periods

WFBL had 13 Quarter-Hour Periods with a rating of 9 or better. No other Syracuse station had a single period with this rating.

Free & Peters will be glad to show you the complete quarter hour breakdown.

HOOPER *Share-of-Audience* Oct. 1948 thru Feb. 1949

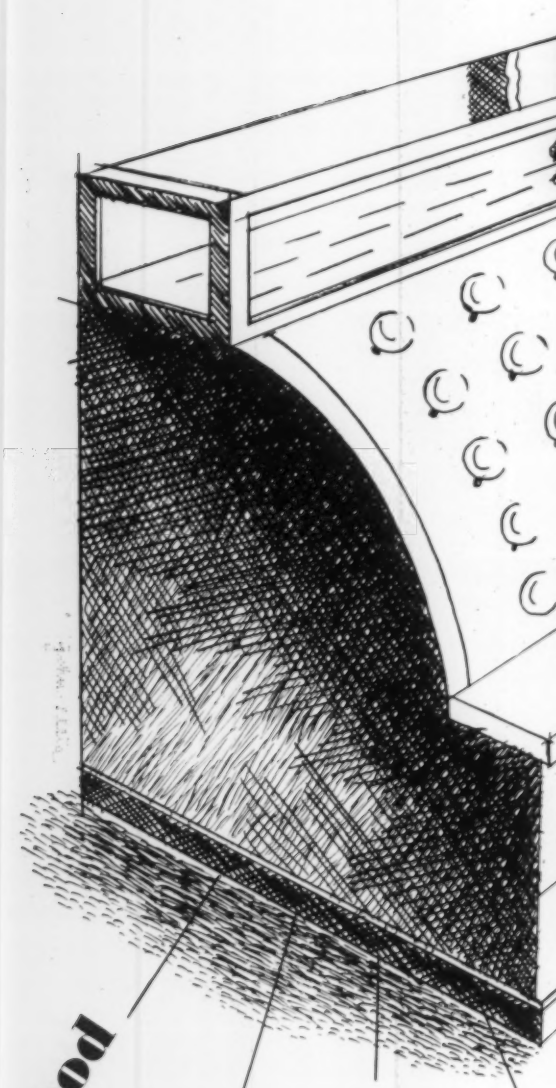
WEEKDAY—MONDAY THRU FRIDAY

	WFBL	Station B	Station C	Station D	Station E
Morning	40.2	28.6	20.6	7.1	3.2
Afternoon	38.4	19.4	19.2	12.9	9.6

Ask Free & Peters for the WFBL Market Booklet and Availabilities.

WFBL BASIC CBS

IN SYRACUSE . . . THE NO. 1 STATION WITH THE TOP SHARE OF AUDIENCE MORNING, AFTERNOON OR EVENING



shoes

cigarettes

cosmetics

"650"

home needs

electrical

beverages

clothing

automotive

farm machinery

food

HARRY STONE, GEN. MGR. • IRVING WAUGH, COMMERCIAL MGR. • EDWARD PETRY & CO., NAT'L REPRESENTATIVES

. . on the cash register . . .

You can go out to dealers, hundreds of miles from Nashville, or right in town—and there you can see the WSM story on cash registers. They ring up 650 so regularly, these merchants, they know the station has a special power to sell their customers. Go take a look for yourself, as we have, and you'll find it in store after store—all through the Central South.

It isn't just our 50,000 watt, clear channel power, nor the excellent reception we provide dependably over an area that otherwise would be poorly served. Nor the fact that our programs are good, balanced, and specially designed for the audience we know so well.

The reason they act when they listen is that they know they can trust and believe and buy what we sell them.

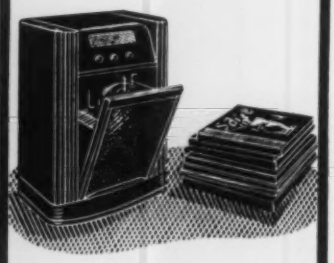
THE KEY TO SALES IN THE CENTRAL SOUTH

WSM
NASHVILLE

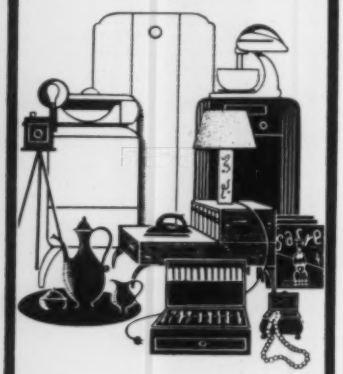
TIVES 0,000 WATTS • CLEAR-CHANNEL • 650 KILOCYCLES • NBC AFFILIATE

Remember the story about...

the jackpot



that grew



and grew and grew?

Fabulous, isn't it, the way the list of prizes grows in the big jackpots? Equally fabulous is the growth of WWDC in Washington. From a small beginning, WWDC has grown into a huge power for producing economical results in this rich market. Get the whole story from your Forjoe man.

WWDC

AM-FM—The D. C. Independent

Represented Nationally by

FORJOE & COMPANY

Feature of the Week

PUBLIC service has reached such a point in the daily operation of WATO Oak Ridge, Tenn., that it bids well to engulf all other station activity at "The Atomic City," according to Marshall Pengra, WATO president and general manager.

Mr. Pengra

Only last May 10 a construction crew, building new houses in the station area, blew down the WATO power lines in the ear-shattering process of blasting some rock for removal from housing sites. If the station entertains any lawsuit ideas, it may well think twice—for Uncle Sam is the only landlord at Oak Ridge.

The Atomic City seems to develop a crisis "every hour on the hour," Mr. Pengra says. And despite the fact that no resident, businessman or operating company owns real property in the area, the citizenry glues a watchful, if sometimes suspicious, eye on the top brass, he reports.

When the Atomic Energy Commission recently announced a rental increase for dormitory residents of the city, WATO dutifully produced special tape-recorded broadcasts of the meetings between AEC and the dorm committees. There followed a congressional hearing held in Oak Ridge by a subcommittee of a joint Congressional Committee on Atomic Energy. Interest ran so high that the station tape-recorded the session and carried a full four-hour broadcast.

In fact, public interest appeared exceeded only by listener reaction. WATO described the response as "terrific," in view of phone calls and mail. One listener commented: "Your public service broadcasts, particularly of the dormitory hearing, are much appreciated. WATO is the best thing that ever happened to Oak Ridge."

Even the Atomic Energy Commission was moved to adulation. Fred Ford, AEC director of community affairs, called the station

(Continued on page 76)

On All Accounts

WHEN they pulled the carpet from under Ely Landau, head of the television department for Moss Assoc., in 1946 he didn't call for a chiropractor or hurry to the nearest all-night lawyer. He bought the carpet.

The carpet in this case was television, and its support was denied him when Mr. Landau, then an advertiser, met unforeseen manufacturing difficulties with his product, Pepcorn Chips. Retiring his business interests, he joined the medium that had made his business interesting. He became a television executive with Ray Nelson Productions.

His video experience with Pepcorn—the experience that sold him on television—involved a spot announcement campaign on WCBS-TV New York immediately following the Dodger baseball games. As a result of his exclusive use of that promotion more than 2,750 new markets in the New York area alone were opened to his product in less than three months.

ELY

After working with the Nelson organization as a production associate on such shows as *Fashions on Parade* and *Television Auction*, Mr.Landau published a capsule report on video called *The Television Story*. The writing venture paid off substantially beyond prevailing literary rates. He was offered attractive positions with several advertising agencies, and finally chose to ally himself with Moss Assoc. in a capacity designed to utilize both his selling and creative talents.

Currently, he is agency executive on the following accounts: Ziploc Watch Strap Co., which uses spots on video preceding gift season for men; Paterson Motors, New York, sponsor of a spot campaign on WABD (TV) from New York, which incidentally, increased its auto service more than 20% as a direct result of its use of a one-minute film prepared by the agency; and Purofied Products, a participating advertiser. In addition Mr. Landau is preparing a five-minute program for Semca Clock Co.

Mr. Landau is married to the former Hannah Klein. They have a son, Neil, 2½ years old.

A reformed professional basketball star, Mr. Landau devotes his moments away from television to watching sporting events. Watching them on television, of course.

For its, in the new visual medium that the energetic head of television executive foresees even greater things to come in selling.

for profitable selling—

INVESTIGATE

WDEL
WILMINGTON
DEL.

WGAL
LANCASTER
PENNA.

WKBO
HARRISBURG
PENNA.

WORK
YORK
PENNA.

WRAW
READING
PENNA.

WEST
EASTON
PENNA.

Represented by

ROBERT MEEKER ASSOCIATES

New York • Chicago
San Francisco • Los Angeles

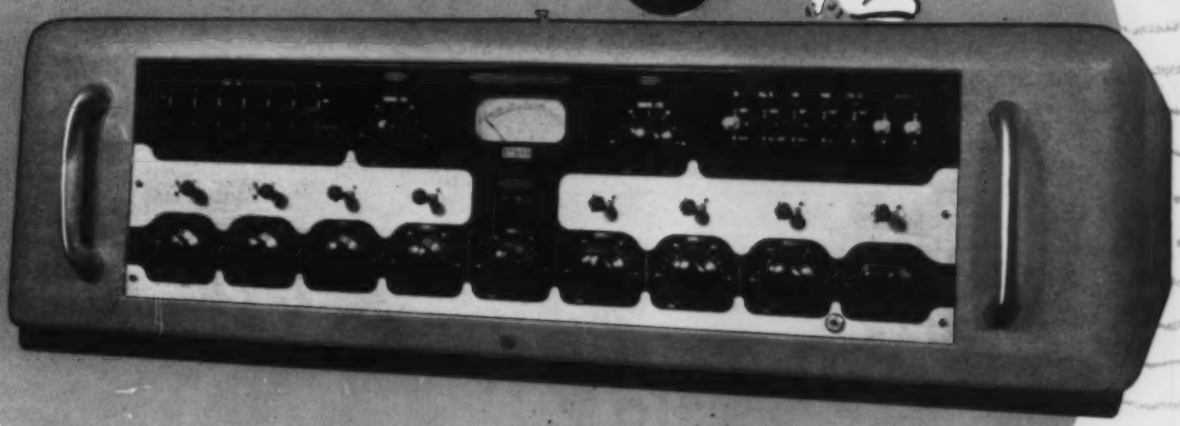
STEINMAN STATIONS

There's

Pay Dirt

in the NEW 1949 GATES

SA-40 Console



The New SA-40 Speech Input Console is one of the many new Gates items for this year.

There is indeed *pay dirt* for each broadcasting station that will install this newest of Speech Input Equipment—Gates Model SA-40.

Added facilities such as new control board ideas, greater ease in servicing and most important, an easy-to-use console, make the SA-40 the ultimate in engineering desirability.

The SA-40 has many new features including two specials . . . all major circuits are so terminated that the engineer may install a patch panel without removing a wire, and three turntable channels each with a cue type control.

Add to this . . . plug-in type muting relays, complete remote and network override, adjustable remote cue level control, recording facilities, higher gain, plus many more of the items never found in a speech input console and you have the reason why more broadcasting stations each day are making Gates their first choice.

When you plan on building new or changing your present equipment, investigate this newest Gates Product. A line or two on your letterhead will bring the complete story of Gates Equipment and a large leather-bound catalog listing hundreds of Modern Gates Products for Broadcasting Stations.

Gates

RADIO COMPANY

QUINCY, ILLINOIS

AND

EASTERN ZONE

WARNER BUILDING

WASHINGTON 4, D.C.

Looking for the leader?

New York's highest-rated woman commentator is WCBS' Margaret Arlen

Sustained leadership: throughout the year, an audience 32% greater than her *nearest* competition is Margaret Arlen's record in her highly competitive program category. A.C. Nielsen shows that *every month* she holds first place among woman commentators.

AVERAGE ¼ HOUR RATINGS, FEB. '48—JAN. '49

Margaret Arlen...3.7	Woman Commentator B...2.1
Man-Wife Team A..2.8	Woman Commentator C...2.1
Man-Wife Team B..2.7	(All others below 2.0 av. ¼ hr.)

Nielsen Radio Index—N. Y. Station Area Reports

BROADCASTING
TELECASTING

Vol. 36, No. 21 WASHINGTON, D. C., MAY 23, 1949 $7.00 A YEAR—25c A COPY

UNREST STIRS STATIONS

NAB, Video Main Targets

By SOL TAISHOFF

DISSENSION which may flare into open revolt is brewing among old-line network affiliates who regard themselves as the backbone of American radio.

Many broadcasters — not in TV markets, but from all geographical areas—are becoming more outspoken in their resentment against what they term the artificial stimulation of television. They also condemn talk about reduction of AM rates by the networks to compensate for TV's effect upon tune-in. But perhaps most pronounced is their unhappiness over the state of affairs at NAB.

Without regard to the television issue, many network-affiliated stations now contend that NAB is "dominated" by unaffiliated independents and by the newcomers. Whereas those who are in non-TV markets oppose any substantial expenditure of NAB funds for video exploitation, those who happen to be in TV argue the opposite point—that NAB is not sufficiently interested in television to justify their membership.

Portents of this unrest followed the NAB Convention in Chicago last month. There have been a number of resignations of important stations. Additional resignations are believed imminent. Among hitherto unannounced resignations are WOAI San Antonio, WWJ Detroit, KPRC Houston, all NBC affiliates, and WPEN, Philadelphia independent.

The resignation of WWJ posed an immediate problem for the NAB since Harry Bannister, general manager, is a member of the board of directors. Mr. Bannister in his letter of resignation to NAB President Justin Miller, said:

Our decision to withdraw has been made with reluctance and regret. It is forced upon us by a deepening realization that the objectives of our business and the aspirations of its management are not the objectives and aspirations of an overwhelming majority in the NAB membership.

Mr. Bannister did not amplify this statement but the resignation was believed to be premised upon a combination of high cost of membership plus his view that the NAB has become a sprawling organization and was spread too thin to be effectual.

Last week in Shreveport, La., there developed tangible evidence of the feeling being whipped up among major network affiliates. A group of NBC-affiliated stations met there Saturday, May 14, at the call of William B. Way, vice president and general manager of the 50 kw KVOO Tulsa and a former NAB board member. The session was held in conjunction with the formal dedication of the new studios and plant of KTBS, Shreveport NBC outlet. Host to the group was Cecil K. Beaver, KTBS general manager (see story page 54).

General Reaction

What transpired at the Shreveport sessions concided generally with reaction from other areas following the NAB Convention. The session was given added importance by virtue of the presence of Martin Campbell, WFAA Dallas, chairman of NBC's SPAC committee; Edward Petry, president of Edward Petry & Co., pioneer station representative; and Sheldon B. Hickox Jr., manager of NBC station relations. Among other representatives of south central and southwestern NBC affiliates who participated were: Hugh A. L. Halff, WOAI; Jack Harris, KPRC Houston; G. E. Zimmerman, KARK Little Rock; Roy Bacus, WBAP (AM and TV) Fort Worth; Harold Wheelahan, WSMB New Orleans; and Mr. Beaver. Others present at the session were: Sales Managers Ralph Nimmons, of WFAA, Jack Keasler, WOAI, and Jack McGrew of KPRC.

Mr. Way, an old campaigner, pulled no punches in launching the hair-letting-down session. He flayed the networks for overplaying TV which he felt would not be a factor for some years in the Southwest and in other areas remote from the talent centers. He criticized trade papers for devoting "too much space" to television. He lashed out against the NAB and questioned whether the present command hadn't served

(Continued on page 24)

NAB Board Vacancy

NAB BOARD vacancy created by resignation of Harry Bannister, WWJ Detroit, as result of WWJ's decision to quit association ranks, can be filled by the board when it meets July 11-13 at Wentworth-by-the-Sea, Portsmouth, N. H. Appointee would serve until the end of District 8 (Ind., Mich. in part) term at 1950 NAB convention in mid-April. Decision as to the time District will nominate and elect the 1950-51 board member will rest with the appointee. Election can be handled at the District 8 meeting Nov. 21-22 or by mail at least 30 days prior to the next convention. By-laws require nominations by mail.

Mr. Bannister

RADIO'S FUTURE

Balcom Sees Vast Growth

By JANE PINKERTON

THE MAKERS of the nation's radio and television sets are prepared to include every new technical development in their products, but they will not cause "deliberate obsolescence," Max Balcom, retiring president of Radio Manufacturers Assn., pledged as the association wound up its Silver Anniversary convention in Chicago last week.

Supported by a tribute from President Truman to the progress of manufacturers and the power of radio and television in the nation's daily life and economy, Mr. Balcom scoffed at suggestions that television will put broadcasting out of business. He predicted radio will continue "indefinitely" and at the same time forecast operation of 6,000,000 TV receivers by 1951.

Raymond C. Cosgrove, executive vice president of Avco Mfg. Co. was elected to his fourth term as RMA president at the RMA board meeting Thursday afternoon, succeeding Mr. Balcom. The board session wound up a four-day convention held at the Stevens Hotel, Chicago.

Mr. Cosgrove headed the group from 1944 until 1947, and directed the industry's wartime and postwar reconversion activities. Other re-elected officers were Leslie F. Muter, president of The Muter Co., Chicago, as treasurer for the 15th term, and Bond Geddes of Washington, D. C., executive vice president and secretary. John W. Van Allen of Buffalo was re-appointed general counsel.

Nine directors were re-elected. Five new ones are J. B. Elliott, vice president, RCA Victor; W. J. Halligan, president, Hallicrafters Co.; Richard A. O'Connor, president, Magnavox, all representing the set division. In the parts division, R. L. Triplett, president, Triplett Electrical Instrument Co., and in the amplifier and sound equipment division, A. Liberman, president, Talk-A-Phone, were elected.

New vice presidents, in addition

(Continued on page 52)

Mr. COSGROVE

Unrest Stirs Stations

(Continued from page 23)

its purpose and perhaps finished its usefulness. He left practically nothing unsaid (we were there).

On some of Mr. Way's points there was unanimity, though several present disagreed with his contention that TV would not be a factor in their areas for some time, or that trade papers [BROADCASTING was named specifically] were devoting too much space to TV. Only one telecaster was present—Mr. Bacus of WBAP, the Fort Worth *Star Telegram* AM and TV operations. He disagreed with the contention that TV is unduly overplayed but conceded it was confusing. WBAP's experience, he said, is that TV's impact can't be minimized or discounted. He observed, however, that there is a "fatigue factor" and he felt that televiewing would not be as widespread as listening. He anticipated more "selective looking" than selective listening.

There were disparaging references to the two forms of radio as "sound" and "unsound." But, after the smoke had cleared, there was general agreement that progress could not be stopped; that television constituted progress; that TV is the heritage of the broadcaster and that, while many zealots were going to extremes, it nevertheless behooved all in radio who want to remain in it to keep abreast of the new art and do something about TV.

On the matter of AM rates the discussion became heated. Mr. Petry asserted that network talk of a reduction in station rates during evening hours, whether it be 1 or 20%, because of video competition, was dangerous and unjustified. He argued that station rates always have been too low when contrasted with those of other media and that stations should not take a single step backward on rate structure. It was evident from the comments made that any move to cut AM rates would be stoutly resisted.

Mr. Harris pointed out that KPRC is a television applicant and that he, therefore, is fully conscious of the job ahead. The principal job for sound radio, he said, is to promote it by building programs and increasing tune-in. He urged NBC and other networks to build and pretest programs and he admonished those present to beware the fate of the buggy whip manufacturer in the day of the automobile's advent.

Mr. Hickox vigorously defended his network's position on simultaneous development of TV along with AM. He said the network now is in the process of "unintegrating" its operations except at the top level where it will be integrated. Hence, he said, AM and TV will function separately as to sales and programming within the network. He insisted NBC has not forsaken its unremitting effort to sell AM and promote it and discussed, off-the-record, a couple of new program ideas in the works.

'New York' Influence Hit

There was also revival of talk about the "New York influence" in programming becoming even more severe in TV than in AM. People away from the show business centers do not relish the infusion of "city slicker" influence, it was argued.

Mr. Halff explained that he had withheld announcement of his resignation from the NAB last December because he did not want to be the bellwether of a possible general exodus. Others present at the Shreveport meeting indicated that they would be disposed to follow Mr. Halff if the NAB continues in its present groove. It was argued that the dues of major network affiliates, generally in the higher brackets, are being disbursed to "build up competitors," mainly among the newcomers. And the newcomers and the independents, it was alleged flatly, had taken over "control of the NAB operations and management."

Last Thursday (May 19) Mr. Harris wrote NAB Secretary C. E. Arney Jr., that KPRC had decided to resign, effective June 1, because of the feeling that the association "was falling short of doing a job for the radio industry and also was failing completely in being of any real service to us."

There wasn't even enthusiasm for the new Broadcast Advertising Bureau, with several of the Southwesterners harboring the view that this also was designed to benefit the smaller entities. But the competition with newspapers was generally recognized and it was the consensus that such a project, under competent management, could be fruitful. There was some praise voiced for Maurice

(Continued on page 55)

WHY DID WPEN QUIT?

Says Functional Groups Would Better Serve Industry

SEPARATION of NAB into functional groups, each having its own code and its own convention, with an annual association business meeting, is proposed by Edward C. Obrist, general manager of WPEN Philadelphia, an independent regional, in his swan song as an NAB member.

Mr. Obrist advanced his idea in a letter to C. E. Arney Jr., NAB secretary-treasurer. Mr. Arney had asked him to list the reasons WPEN has resigned its NAB membership (see story page 23).

First of all, Mr. Obrist contends, the industry has become too large for the present organizational setup and the overall convention. He says AM, FM, TV and facsimile have varied interests, complicated by the independent, affiliate, clear channel, regional, local, parttime and fulltime classifications in small, medium and metropolitan markets.

Few, if any, metropolitan operators are interested in FM, he argues, since their big "going concern" problems are AM problems whereas FM is vital in smaller towns and rural areas. As to TV, he calls it "an arch-rival" of AM and asks, "Why mother our murderer?"

"The NAB should revert to its type, an association of AM broadcasters for the over-all advancement of the AM industry and the sole benefit of all individual AM stations in it," he holds. "AM broadcasters have problems that can best be solved by separate meetings or conventions.

The network affiliates should have their annual conclave, the independents theirs, for example, "where the big fellows and the little ones in each class will have ample time in which to air their problems; sympathetic minds and interested ears to help them.

"These groups will elect their own representatives who will go to a smaller annual association business convention for the purpose of pleading causes that have been agreed to in advance, and returning with evidences of concrete progress.

"Each group or representative should be respected equally and considered equally. If this is an indirect promulgation of more activity and more control and more power in the hinterlands and less power in radio headquarters at Washington, then so be it. These groups should adopt codes that pertain to their own classes. The association as a whole should then fashion a code to complement these that would generalize over and above these specific items and that would be representative of the industry at large."

Use of Referendum

Mr. Obrist feels NAB should make more use of the referendum. Such a vote at Atlantic City would have defeated the code, he feels, and might have defeated the BMB loan at Chicago, "the approval of which has caused much unfavorable reaction."

He looks to NAB "for a final and sensible solution of the coverage problem" and for a "business convention, completely devoid of speeches that tell us how good we are, that urge us one year to 'get into FM' and later, to 'get into TV,' a convention that builds respect for our industry and business for the individual stations.

"I'd like to hear how bad we were during the previous year, from agencies, account executives and advertisers, so we can derive a modicum of benefit instead of false balm from our annual sessions."

Reduced to its essence, the problem is one of "resignation vs. reform," Mr. Obrist believes. "In today's very tight and increasingly competitive market, the time and inclination to stump for complete re-evaluation of the purposes and procedures of NAB is unfortunately lacking."

RADIO EXECUTIVES were feted at reception and dinner party at home of George D. Wray Sr., board chairman of KTBS Shreveport, La., following dedication of new KTBS facilities and meeting of station executives (see story page 54). Station officials and guests included (l to r): Allen D. Morris, KTBS president; Mr. Wray; E. Newton Wray, KTBS vice president; William B. Way, KVOO Tulsa, who presided at executives' meeting; Edward Petry, head of his own station representative firm; Prentiss E. Furlow, KTBS vice president; C. K. Beaver, KTBS secretary-treasurer and general manager; Sheldon B. Hickox Jr., manager, NBC station relations.

How's Business?

'Broadcasting' Study of the Business Climate

By ROBERT LUCE

WHAT HAPPENED to the economy in the first three months of the year is now clear. Government figures for the first quarter are published, and they show that the steady rise in this nation's economic activity has been halted in many respects.

The basic measurement of the business level—the gross national product—dropped $9 billion on an annual rate from the previous quarter's record high of $264.9 billion. "GNP" is the measurement of the value of all goods and services produced in the economy. This drop of $9 billion was the most severe of the postwar period.

Even with this rapid decline, the dollar value of goods and services for the first quarter is above the average for 1948, and nearly triple the 1939 total. Such a perspective is necessary to a proper understanding of the extremely high level on which our economy has been operating in the postwar period.

Much of the decline is centered in the manufacturing industries. The index of industrial production has dropped from a high of 195 in October 1948, to 179 in April (1935-39=100). The decline is general in both durable and nondurable goods production, although some upturn was evident in April's figures for mining.

Root of Unemployment

This decline in production is at the root of the unemployment figures that have made headlines in past months. The Bureau of Labor Statistics reports manufacturing employment for March continued a six-month downward drift to reach a figure 1.2 million below the postwar peak in September 1948. Spring has brought total unemployment down about 200,000 to a shade over three million, according to April reports.

These declines have injected caution and jumpiness into the business picture to a degree that has not been felt since the end of the war. Expenditures for capital equipment of all kinds, plant expansion and modernization, housing, inventories have been reduced sharply in the first quarter—largely as a result of this hesitancy.

Purchasing Power Up

In the midst of this series of economic changes, a new development appears. The average per capita disposable income reached its highest point since the end of OPA, in terms of purchasing power. (See chart.) The slight drop in the price level is partly responsible for this development. Using 1948 as 100, the first quarter 1949 consumer's price index is 99.2. Average per capita disposable income in the first quarter reached $1,347, only slightly below the 1946 figure of $1,351 in these same 1948 dollars.

This is on the credit side of the ledger, and it is a reassuring factor. The bottom has by no means dropped out of the market for consumer goods. The money is there. National income has declined somewhat in dollar terms, to be sure, but it does not compare to the drop shown in industrial production. Personal income is at an annual rate of about $217 billion, equal to July of last year, and considerably above March 1948. Farm incomes are about equal to March 1948.

What have consumers done with their income? They have saved an increased portion, and spent somewhat less. In the fourth quarter of 1948, consumers spent at an annual rate of $181 billion and saved at an annual rate of $18.4 billion. Thus they saved approximately 9%. In the first quarter of 1949, they spent at the rate of $178 billion per year and saved $20 billion, saving a little over 10%. Why?

The uncertainty that is apparent in business expenditures is also reflected in consumer buying plans. Much of the reduction in both cases is a matter of waiting until prices come down to a new level. Why buy a refrigerator today for $300 if it might sell for $250 in two months? Or why build a new addition to a plant now when materials and labor may be cheaper in 1950? These are the kind of decisions that affect the economic picture, and the kind that are being made daily in 1949.

Effects Economy

Such a postponement of major expenditures can have a snowballing effect on the economy. The good old days of $3,500 houses and $600 automobiles are not going to come back, and consumers should be educated through intelligent advertising that current prices, though they may decline even more, have a lot of the "water" shaken out of them, and in many cases represent rock bottom on today's market.

Publishers Information Bureau figures for AM network advertising show a $500,000 (1%) decline in this year's first three months compared with a similar 1948 period (see story page 26). This decline is not in itself indicative of further drop—the March total is about even with March 1948. The decline occurred primarily in the February figures.

The first quarter net income reports for major industries were remarkably divergent. Iron and steel reported a 66% increase in Jan.-March last year. Textiles showed a 52% decline. Railway equipment was up 27%, pulp and paper products down 24%. On the whole, income of 500 leading corporations was 6.5% above the first quarter of 1948.

Apparently the economy is making an adjustment, industry by industry, to what is loosely called the "buyer's market." Even the steel industry, which has been far behind demand, is catching up, and the machinery manufacturers indicate that their backlogs of orders are filled for the most part. Textiles have apparently overproduced at present prices, and it is not certain how much demand exists at lower prices.

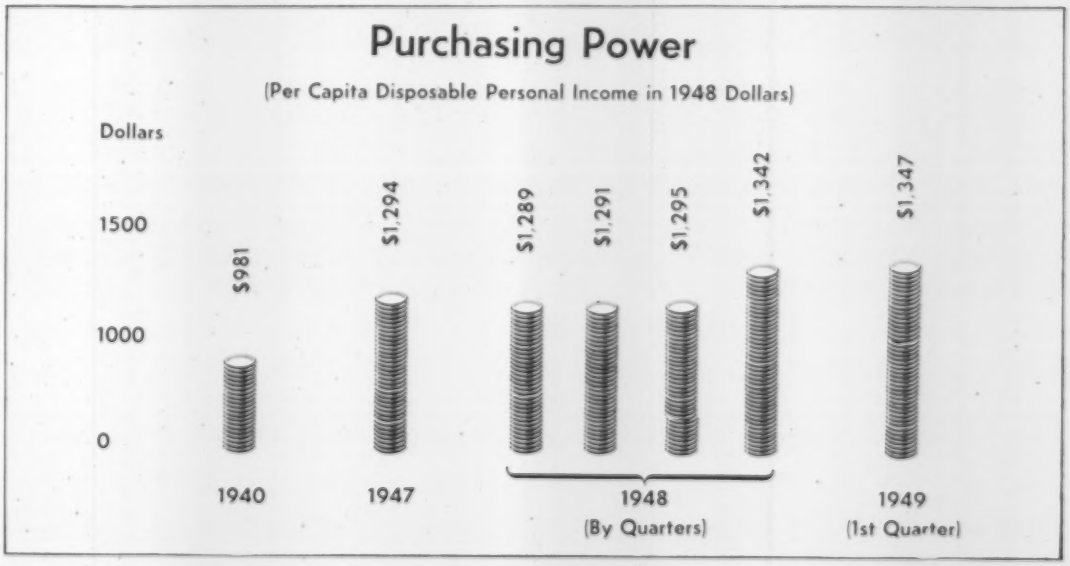
No one in Washington doubts that the flower of the post-war boom has wilted somewhat. There also is confidence that the roots and stalk are healthy. The talk in Washington has reached the stage of earnest hope that we will maintain present levels of prosperity, with the fear of further inflation almost completely gone.

Pessimism in our economic decision-making could bring about the very thing that is feared. This being our first postwar experience with a major readjustment in business, quite naturally it has made business, labor and government uncertain and jumpy.

Confidence Vital

Confidence is a vital ingredient in prosperity, and our total economic picture to date justifies a temperate confidence in future American prosperity at levels near those of the past three years.

Standard & Poors Corp., in a recent analysis of the economy, said that the business price adjustment now taking place would result in a period of good business lasting several years. "We are convinced that a depression as severe as in 1920-21 or 1929-32 is out of the question." We are in complete agreement with this viewpoint.



Ule to K&E

G. MAXWELL ULE, formerly market and research director for McCann-Erickson Inc. in Chicago, has resigned to become vice president and research director of Kenyon & Eckhardt Inc., New York, effective June 1. Mr. Ule succeeds C. W. McKay, who has resigned his vice presidency after 19 years with the agency to "take a vacation." To date Mr. McKay has made no further announcement of his plans.

NETWORK SALES

First Quarter Down 1%

FIRST QUARTER AM network time sales are 1% below 1948's first three months, according to Publishers Information Bureau figures. The difference of $500,000 in the first three months of the year occurred primarily in the February total, although the March figures for 1949 are about $100,000 below the same month in 1948.

Major product groups have shown some marked changes. Food advertising is running 6.1% below the 1948 first quarter; toiletries are 7.2% below the figure for the same period in 1948; drugs and remedies are about 12.2% below the 1948 level. Automotive advertising, which was expected to rise, is running a slight 2.7% below 1948.

Tobacco advertising is running well ahead of 1948 (15.2% above) and the same is true of the household soaps and cleansers group, which has shown a 12.5% increase over January-March 1948.

Smoking materials advertising has moved up to third place in volume of network advertising in 1949. Last year it was fifth ranking at the first quarter mark. Even with its 6% drop, food is the head and shoulders leader, followed by toiletries.

Overall the outlook is about the same this year as last in the AM network advertising picture. Thirteen product groups have shown an increase, and 12 have declined. The decline of $500,000 is not enough to warrant any conclusions about network business; two or three increased appropriations, or one large account could bring the total back to the 1948 level immediately.

GROSS BILLING

(Source: Publishers Information Bureau)

	March 1949	Jan.-Mar. 1949	March 1948	Jan.-Mar. 1948
1. Agriculture & Farming	$ 147,581	$ 107,655	$ 410,435	$ 338,158
2. Apparel, Footwear & Access.	123,760	117,800	392,577	372,467
3. Automotive, Automotive Access. & Equipment	656,980	699,694	2,051,272	2,109,205
4. Aviation, Aviation Access. & Equipment				
5. Beer, Wine & Liquor	70,476	101,172	208,404	315,610
6. Building Materials, Equipment & Fixtures	128,476	113,552	316,511	282,434
7. Confectionery & Soft Drinks	660,471	647,308	2,048,099	1,995,582
8. Consumer Services	144,707	264,108	463,071	718,331
9. Drugs & Remedies	1,860,948	2,067,633	5,276,263	6,009,553
10. Entertainment & Amusements				
11. Food & Food Products	4,311,315	4,474,209	12,109,480	12,892,404
12. Gasoline, Lubricants & Other Fuels	619,868	535,500	1,825,376	1,684,790
13. Horticulture	22,992	22,092	45,984	71,331
14. Household Equipment & Supplies	769,696	726,174	2,139,287	2,099,357
15. Household Furnishings	96,764	101,150	314,592	325,250
16. Industrial Materials	181,000	187,415	588,450	554,428
17. Insurance	337,035	379,477	994,281	1,100,721
18. Jewelry, Optical Goods & Cameras	178,903	50,484	574,086	160,557
19. Office Equipment, Stationery & Writing Supplies	149,046	194,919	430,647	730,677
20. Publishing & Media	111,648	133,226	297,662	453,177
21. Radios, Television Sets, Phonographs, Musical Instruments & Accessories	154,551	194,007	476,773	584,232
22. Retail Stores	5,496		16,488	
23. Smoking Materials	1,945,728	1,769,821	5,948,393	5,163,517
24. Soaps, Cleansers & Polishes	1,925,509	1,733,670	5,322,973	4,729,937
25. Sporting Goods & Toys				
26. Toiletries & Toilet Goods	2,773,647	2,963,594	8,082,937	8,707,095
27. Transportation, Travel & Resorts	106,304		346,000	
28. Miscellaneous	233,347	218,736	860,694	661,690
Totals	$17,705,248	$17,802,766	$51,540,735	$52,061,123

ALL-RADIO BIDS

Film Companies to Be Asked

BIDS will be invited from film companies for production of the All-Radio promotional film within two weeks, Maurice Mitchell, director of the Bureau of Broadcast Advertising and spokesman of the All-Radio promotion committee, said last week.

At a meeting Thursday in New York the committee discussed the preliminary script and agreed that it had reached a state of completion that would allow film companies to estimate accurately the money necessary to produce it.

The movie, which the committee hopes to have completed for presentation next fall, probably will run about 40 minutes, Mr. Mitchell said.

AFL DISC SERIES

Coy Speaks on First Program

NO single group in American society should have sole access to radio as an avenue for presentation of issues, whether it's labor or another group, FCC Chairman Wayne Coy declared in a transcription opening a new series of AFL discs covering 140 stations.

"Radio broadcasting is potentially our most powerful medium of public education," Chairman Coy said, reminding that 95% of homes and 25% of autos have sets. "We need to have all viewpoints presented, not only as a matter of fair play but also because we have proved to the world that such practice in the long run results in soundest decisions."

Referring to the AFL series, he lauded organized labor for "helping strengthen our democracy in assisting its members and the people generally to understand public issues. . . . What management has to say may be controversial. What labor has to say may be controversial. But both are entitled to present their case to the public."

The AFL discs, produced by Labor's League for Political Education, are sent to local AFL groups which request time from stations in their communities.

AP Adds Four

FOUR additional stations have been elected to associate memberships in AP, bringing the U. S. total to 1,014. Stations are KCBS San Francisco; KHBG Okmulgee, Okla.; WBVP Beaver Falls, Pa., and WRNO Orangeburg, S. C.

Drawn for BROADCASTING by Sid Hix

"I've installed the latest equipment . . . nothing old-fashioned about this station!"

Mr. Rosenwald points out Amarillo headquarters for Southwestern Public Service Co. and KGNC, as he discusses "program" network for utility firm's transcribed series with Ed Weber (l), Southwestern advertising manager, and Mr. Watson.

* * *

UTILITY FIRM

To Use 14-Station Hookup

A "PROGRAM" network of 14 stations in three Southwest states will be launched June 5 to handle a new series of transcribed programs for the Southwestern Public Service Co., A R. Watson, vice president of the electric utility firm, has announced.

KGNC Amarillo, home city for the company, will serve as key originating station for the network, covering outlets in Texas, Oklahoma and New Mexico. Monte Rosenwald of Southwest Advertisers Agency, Amarillo, will announce the show, to be aired Sundays at 12:45 p.m. locally, and commercials will be done "live" from KGNC. Utility company recently appointed the agency to handle its radio advertising.

The 14-station hookup, to be known as "Your Public Service Company Network," is reportedly the first of its type to be employed by a regional advertiser in the Texas Panhandle, New Mexico and Oklahoma areas. Stations to be used are: KGNC, KHUZ Borger, KXIT Dalhart, KDDD Dumas, KFYO Lubbock, KPDN Pampa, KPAN Hereford, KVOP Plainview, KVOW Littlefield, (all Texas); KICA Clovis, KGFL Roswell, KSVP Artesia, KAVE Carlsbad, (all N. M.); KGYN Guymon (Okla.).

Program is titled *Hymns of the World*, and is a Teleways production featuring John Charles Thomas and the King's Men. Amarillo office of Southwestern Bell Telephone Co. is setting up lines to service the network.

New ABC Business

THE VOICE OF PROPHESY Inc., Los Angeles, through Western Advertising Agency of that city, has signed a 52-week contract with ABC for Sunday morning religious broadcasts. The programs, to be called *The Voice of Prophesy*, will be aired Sundays, 9:30-10 a.m., and will feature religious sermons and music.

PUBLIC UTILITIES CASE

Radio Brings Understanding

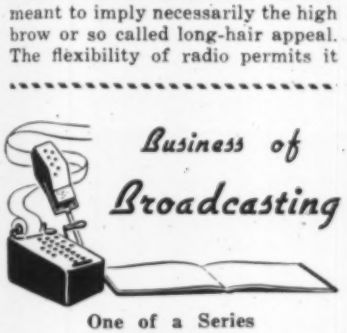
By JAN GILBERT
Radio-Television Director,
Harold Cabot & Co., Boston

RADIO should be a "must" in every public utility advertising budget!

The words "public utility" to many people are something overpowering in scope—something just not understood. This lack of understanding should be non-existent today if the use of such a large medium as radio is employed to educate the public. A carefully planned radio campaign should be a part of advertising budgets for all utilities.

Radio reaches everyone. It appeals to young and old; literate and illiterate; healthy and invalid. It is a grass root medium . . . it is an all level medium. Because radio reaches such a cross section of the population, it can be used as an educational medium.

The word "educational" is not meant to imply necessarily the high brow or so called long-hair appeal. The flexibility of radio permits it



One of a Series

to bring a message, educational or otherwise, to the population in almost any manner which is believed desirable. A firm's message can be delivered humorously, seriously, as a portion of a quiz program, variety show, newscast, or in the form of one-minute announcements or station breaks which can be either straight selling copy or in the familiar jingle form.

Railroad Example

A good example of how radio can be used to sell two problems which might appear to be rather dull was the Boston and Maine Railroad's campaign of two years ago.

The Boston and Maine wanted to get across two points: (1) dependability of train travel and (2) the friendliness of the railroad. The method employed was a one-minute jingle — "Timetable Mable," the girl who's in love wtih a train; and, incidentally, the train happened to be the Boston and Maine.

This jingle was scheduled on over 20 stations throughout the Boston and Maine territory. During a period of nine months the jingle was broadcast some 3,000 times—and the results were astonishing. The stations received requests for the music, requests for recordings, and even requests that it be played on request programs. Some people even attended costume parties dressed as "Timetable Mable."

We have just completed a one-minute jingle for the New England Electric System. It is a friendly, warm jingle which tells people in an entertaining manner just how wonderful life can be with electricity.

In this instance, the New England Electric System wanted a way in which to impress upon people the fact that electricity is inexpensive, that appliances are available, and that electricity makes work easier, life brighter, or, in sum total, an appreciation of electricity.

The jingle goes like this:

Once an old Yankee closed his eyes
And the darkness made him realize
"How bright our life can be
Thanks to electricity."
So he climbed up the steeple
And he shouted to the people
Who were standin' on the landin'
down below
"Folks thank your lucky rabbit
that you've got the 'lectric habit
For that wattage keeps your cottage
all aglow
And there's toasters and heaters,
roaster, egg beaters
'Frigerators, percolators, blankets
for the night . . . how bright
our life can be
Thanks to electricity."

Uses Different Approach

An entirely different approach to the use of radio by a utility, and equally effective, was taken by the Boston Consolidated Gas Co. They sponsor a 15-minute quiz program, *Quizzing the Wives*, five days a week on WNAC Boston. Their guests are club women selected from the towns or cities served by the Boston Consolidated. The ladies are given the opportunity to win cash awards for their own club, a chance to be on radio—which, by the way, is a big treat for some people.

They are exposed during the broadcast to the commercial messages of the Boston Consolidated, and following the broadcast to a home economic talk by a representative of the Boston Gas. We estimate that this program, which has been on the air over four years, reaches approximately 6,000 women directly a year, and 26,000 indirectly and directly a year.

Radio broadcasting is effective. We at Harold Cabot & Co. put it to a great test last winter when the snow fell so fast and so often it was impossible for the permanent snow removal crews of the Boston and Maine Railroad to keep its yards clear. We used radio to hire, of all things, snow shovelers.

By the use of radio as a medium, we were able to deliver enough snow shovelers for the Boston and Maine to keep its trains running. We also found an interesting indication as to how people listen to the radio.

Our copy read: "Attention—temporary snow shovelers are urgently needed tomorrow morning by the Boston and Maine Railroad. Men 18 and over can earn extra money. Report at the rear of 150 Causeway St., properly dressed tomorrow morning at 6:00 a.m." In spite of the fact that we stated "tomorrow morning," men were flocking to the yards at 6:00 p.m. that night. We deleted the word "urgently" and solved the problem.

Miss GILBERT

During 47 snowbound days, no less than 43 emergencies arose needing radio assistance. We prepared spot announcements for four utility and semi-utility accounts, airing 767 announcements over a dozen or more New England stations. In many instances, announcements were on the air every half hour.

Station cooperation was splendid. Roads were cleared by shovelers hired by radio; motorists kept off trolley tracks; people understood the fuel and milk situations —accepted them gracefully.

The question for utilities is not, "Should a utility use radio as an advertising medium?" That should be an accepted fact. The question should be, "Which of the many techniques in radio advertising will best suit my particular problems?"

AN ARDENT believer in the effectiveness of radio advertising, Miss Gilbert states her case in simple, solid terms. In the problem of public utility advertising, the question, she says, is not whether to use radio, but rather how to most effectively reap the potential benefits radio has to offer. Institutional advertising plays a leading role at Harold Cabot & Co., where Miss Gilbert is radio and television director. Among the Cabot accounts are many public utilities, including Boston Consolidated Gas Co., Boston & Maine Railroad, Boston & Maine Transportation Co., Metropolitan Transit Authority, New England Electric System and Port of Boston Authority. When the New England regional conference of the Public Utilities Advertising Assn. met in Boston, Miss Gilbert presented the group with a strong case outlining what radio could do for them. On the request of BROADCASTING, she has prepared the material in more detail as a suggested pattern for other agencies and clients.

Stresses Friendliness

Whatever the individual problems are, the underlying themes should be friendly. Utilities should not mean something overpowering that business men talk about. It should not be a thing that people grouse about paying for because in their opinions it costs too much.

The word "utility" should instead spell to everyone, old and young, the warm, bright light in the window replacing the old oil lamp; the modern gas range instead of the less efficient, slower cooking methods; a friendly telephone call from a loving mother informing her son that a bus will be at the railroad station when his dependable train arrives.

Radio—because of its impact, its ability to reach the masses, its flexibility—should be a part of all utilities' advertising budget, and tailored to best meet each firm's needs.

BASEBALL

Chandler Clarifies Rights

A MINOR LEAGUE baseball team has the final word on whether broadcasts of major league games may be carried by stations in its own home territory, but has nothing to say about which local stations may carry such broadcasts.

This is the ruling handed down by Baseball Commissioner A. B. Chandler and being circulated last week. It applies to telecasts as well as broadcasts. It is also applicable to major league teams with respect to local broadcasts and telecasts of games in which they are not engaged.

Once the local club has given permission for the "outside" game to be carried locally, the selection of the local station or stations is up to the organization which holds the broadcast rights—usually the major league home club in the game being broadcast, or the major league itself. Only exception would be where the local club is the property of the team holding broadcast rights.

Commissioner Chandler said:

To the extent that a minor league club attempts or has attempted to designate the station to carry the broadcasts or telecasts of designated major league games, or to give a consent limited only to certain designated stations, the major league home club, or the major league, as the case may be, may disregard the attempted limitation on the consent and may consider the consent which has been given as an unlimited consent to the broadcast and telecast, and may broadcast or telecast such major league games in the home territory of the minor league club.

Mr. Chandler made it clear that the local minor league club does not have to give its consent on an all-or-none basis.

ABC SIGNS

Woods, Kintner, Priaulx for Five Years

MARK WOODS, president of ABC, has signed a five-year contract with the network at $75,000 a year, his 1948 salary, but, depending on ABC earnings, can make up to $100,000 annually, it was learned last week.

Mr. Woods

At the same time, almost identical contracts, except for money clauses, were signed with ABC by Robert E. Kintner, executive vice president, and by C. Nicholas Priaulx, vice president and treasurer. Mr. Kintner is to get $50,000 annually but, depending on ABC earnings, can make up to $75,000. Mr. Priaulx is to get $27,500 but can likewise earn as much as $35,000.

All three executives, however, may go over their ceilings by bonuses. They are premitted to participate in any bonuses paid by ABC.

BROADCASTING learned of the contracts following the news 11 day ago that Frank Stanton, president of CBS, had signed a 10-year contract with his network at $100,000 annually [BROADCASTING, May 16]. There are some similarities and many differences between the contracts the two networks signed with their respective top brass.

Main difference, however, aside from money and length of contract, is the "incentive feature" of the ABC contract—which is not present in the CBS agreement with Mr. Stanton.

Under that feature, Mr. Woods' $75,000 salary can be boosted $5,000 for every $250,000 the ABC consolidated income rises over $1 million. Thus, if ABC consolidated income were to hit $2 million, Mr. Woods would be paid his $75,000 plus an additional $20,000, or a total of $95,000. In no case, however, can his salary rise over a total of $100,000, the contract stipulates.

The same feature applies to Mr. Kintner's terms of employment. He, too, is to be paid $5,000 for every $250,000 of ABC consolidated income over $1 million. His top limitation is $75,000.

Mr. Priaulx has the same sort of clause but in his case he is to be paid $2,500 extra for each $250,000 over $1 million consolidated income.

Extra Payments

All extra payments under the "incentive" clauses are to be handed over "promptly after the income of the corporation for such particular year shall have been determined." All regular salary payments, on the other hand, are to be paid in equal semi-monthly installments.

The contracts themselves were all dated Dec. 6, 1948, and employed the three executives respectively for the five years ending Dec. 31, 1953. Signing each contract was the executive himself and Edward J. Noble, chairman of the board of ABC.

The agreements each recited that because ABC wanted to "continue to employ and secure the services" of the named executive and "in particular to secure the benefit of his experience in radio broadcasting" it was entered into the contract. For their part, the Messrs. Woods, Kintner and Priaulx, respectively, pledged "to devote his best efforts to such employment during the life of the agreement."

Mr. Kintner

Mr. Priaulx

Although nowhere in the contracts was it stated what precise title each executive shall have or what his exact duties are to be, it was stated that he may serve as a director and/or officer of other corporations in which ABC is, or may become interested by reason of stock ownership or otherwise without further compensation and that he will devote his full business time and attention to ABC and its corporations as he has heretofore done.

Since the contracts all were dated Dec. 6, 1948, at a time when there were efforts by 20th Century-Fox Film Corp. to buy ABC, it could be speculated that the employment agreements might have had as their purpose two main aims: (1) To assure continuity of top direction, and (2) to provide proper security and incentive to top-level officials to stick by the corporation.

Ownership Change Effect

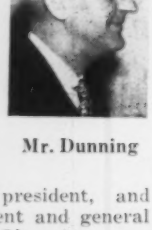
It could be speculated that if ABC ownership should eventually be transferred, the three executives' claims on ABC would continue good either against ABC or its successor. The CBS contract with Mr. Stanton, however, differed in this respect, for it came right out with a specific provision that the contract was binding on any corporation which succeeded CBS either through merger, absorption or sale.

Also one feature in the Stanton contract not in the ABC agreements is the "consultative clauses." By them, Mr. Stanton is to be retained by CBS for 10 years after termination of his main contract to act as a consultant for CBS at $25,000 a year.

DUNNING NAMED

President of WAB

RICHARD O. DUNNING, president and general manager of KHQ Spokane, was elected president of the Washington State Assn. of Broadcasters at its meeting at the Washington Athletic Club, in Seattle.



Mr. Dunning

Other officers elected were James W. Wallace, general manager of KPQ Wenatchee, vice president, and Tom Olsen, president and general manager of KGY Olympia, secretary-treasurer

Elected as directors were H. J. Quilliam, president of KTBI Tacoma and outgoing president of the association, and O. W. Fisher, president of KOMO Seattle.

NAB AGENDA

District Meets Set

LONGEST list of NAB meetings in the association's history will open next month, starting with committee sessions, continuing through the June 27-29 Program Directors Clinic and the July 11-13 board meeting, and winding up in the autumn with the 17 district and a number of state association gatherings.

Only committee meeting thus far scheduled is the Assn. of Women Broadcasters Executive Committee for June 3. Many of the other executive committees are expected to meet in June, prior to the board's summer session, since all of the committees are being reconstituted.

The June program clinic is scheduled to be held at Northwestern U. in downtown Chicago. Judging by present signs, it will draw a heavy attendance from all parts of the country.

Site of the board meeting is Wentworth-by-the-Sea, Portsmouth, N. H. Originally the board had specified a Cape Cod site but Harold E. Fellows, WEEI Boston, District 1 director, picked the Portsmouth resort after an inspection trip several days ago.

The annual series of district meetings opens Sept. 8-9 (see schedule page 53) when District 7 meets at the Terrace Plaza, Cincinnati. The first series ends Nov. 1 with the District 1 gathering in Boston, then resumes Nov. 21-22 with District 8 in Detroit and winds up Dec. 19-20 when District 15 meets in San Francisco. Some objection has been raised to the fact that District 15 has a date close to Christmas and it may be changed.

For the first time in three years there will be no area meetings in which two or more districts meet jointly. The grouping was adopted by the NAB board at its summer meeting in 1946 with the thought that NAB staff members would be spared some of the "flea circus" agony and spend less time and money on the road.

Miller To Attend

NAB President Justin Miller plans to attend some of the district meetings. Last year he made the entire summer-fall circuit.

In line with board policy since the separate Management Conference replaced the annual convention, district meetings will be on a workshop level and have a decided commercial flavor. Staff directors will be able to spend considerable time at principal centers during the series of district sessions, the schedule having been arranged with this in mind. They will have less time at meetings to be held at resorts, and after the District 4 meeting Oct. 17-18 at Pinehurst, N. C., the headquarters squadron will have a week in Washington.

Some state associations will meet in conjunction with their district conventions but this schedule is still in the nebulous stage.

NAB has not yet decided what staff members will participate in the meetings, but it is anticipated most department heads will attend. Likely to have a prominent place on the agendas is the NAB Broadcast Advertising Bureau headed by Maurice B. Mitchell, since sales and competitive problems are uppermost in most minds.

Decision as to eligibility of nonmember station delegates to attend district meetings is up to each district director.

All hotel reservations for district meetings will be handled through NAB, according to C. E. Arney Jr., secretary-treasurer.

Election of a district director will be held by some even-numbered districts for terms starting at the convention next April and continuing for two years. In such cases, district directors must notify NAB headquarters at least 40 days prior to the meeting so that the compulsory nomination-by-mail

(Continued on page 53)

SUMMER REVAMPING

Sponsors Drop Allen, 'Duffy's'

By BETTY STONE

AS RARE as a day in June is a sponsored comedian in July, judging from the advance schedules of the radio and television networks, currently involved in juggling, revamping and revising programs for hot-weather consumption.

Present status of summer programming is shown on the accompanying chart. Not indicated are programs that switch to other networks, or those being dropped, along with the time, by sponsors. Such programs include the *Fred Allen Show* on NBC which concludes with its June 26 broadcast. According to the network, although Ford has dropped the time, Mr. Allen will return to NBC "when he returns to radio."

The *RCA Victor Show* on NBC, originally scheduled to vacation starting May 29, has been dropped by the sponsor.

The U.S. Steel-sponsored *Theatre Guild of the Air* switches from ABC to NBC in the fall, with the firm sponsoring the *NBC Symphony* on that network during the summer. The symphony will be scheduled for the 8:30-9 Sunday evening slot early in June, when Henry Morgan goes off for a spell before replacing *Duffy's Tavern* for Bristol-Myers on Wednesdays at 9 p.m. When Mr. Allen vacates the 8-8:30 spot, U.S. Steel might increase sponsorship of the symphony to a full 8-9 hour.

With the better-known sponsored comedians being replaced by musical shows and mysteries, i.e., Jack Benny, Phil Harris, *Amos 'n' Andy*, etc., newer comics are to be aired by networks on a sustaining basis. The *Lux Radio Theatre* hiatus from CBS, Mondays, 9-10 p.m., for instance, gives the network opportunity to test a new format for comedienne Joan Davis in the role of a department store salesclerk (*Leave It To Joan*, 9-9:30), and to re-introduce its newly signed comedian-songster, Abe Burrows, in a whimsically titled program *Breakfast with Burrows —He Gets Up Late*, 9:30-10 p.m.

The irrepressible Henry Morgan gets a reprieve from his sponsorless existence when he moves into the *Duffy's Tavern* spot. The ungrammatical Ed Gardner and his tavern cronies are being dropped by Bristol-Myers, which is seeking a new show for the fall. Whether Mr. Morgan will be heard permanently in that spot depends on his summer behavior, it was hinted last week.

The television hiatus picture is still rather cloudy, although certain programs are known to be taking vacations. These include *The Goldbergs* for Sanka Coffee, *Arthur Godfrey's Talent Scouts* for Lipton's Tea and *Ford Theatre*, all on CBS. NBC expected that General Foods would hiatus from its 8-9 p.m. slot on Sundays. *Lamb's Gambol*, telecast during the first half of the hour, followed by *Author Meets the Critics*, has already been dropped, but will be replaced by another show (possibly *Leave It To The Girls*) until the start of the GF eight-week interval on July 3.

Other NBC telecasts going off for the summer are *Kukla, Fran and Ollie*, sponsored by RCA, the *Texaco Theatre* starring Milton Berle, *Fireside Theatre* for Procter & Gamble, and *The Swift Show*. The *Admiral Broadway Review*, telecast simultaneously by NBC-TV and DuMont, was expected by the former network to have a summer replacement, while DuMont reported the sponsor would take a hiatus during the summer months.

Moving into the Tuesday night 8-9 spot on NBC vacated by Milton Berle, but not a replacement, is the *Olsen and Johnson Show*, to be sponsored by Buick through Kudner Agency. When Mr. Berle returns to the time period in the fall, Kudner will seek a new time on the same network.

Summer status as shown on the accompanying chart is indicated by the letters "H" meaning sponsor-hiatus; "R" indicating sponsor-replacement, and "S" showing sustainer replacements for commercial shows. "TBA" indicates further details "to be announced" at a future date.

NETWORK SUMMER CHANGES

Program & Sponsor	Network	Time	Summer Status
Phil Harris, Alice Faye Rexall	NBC	Sun. 7:30-8 p.m.	R. Guy Lombardo 7/3-8/25
Alan Young Show Lewis-Howe	NBC	Thurs. 8:30-9 p.m.	R. "Behind Eight-Ball" 7/12 13 w.
Bob Hope Lever Bros.	NBC	Tues. 9-9:30 p.m.	H. or R. TBA
This is Your Life Philip Morris	NBC	Tues. 8-8:30 p.m.	R. TBA
Cavalcade of America duPont	NBC	Mon. 8-8:30 p.m.	Possible H.
Fibber McGee & Molly Johnson's Wax	NBC	Tues. 9:30-10 p.m.	R. King's Men Show
People Are Funny Brown & Williamson	NBC	Tues. 10:30-11 p.m.	R. Life in Your Hands
Blondie Colg.-Palm.-Peet	NBC	Wed. 8-8:30 p.m.	H. TBA
Judy Canova Colg.-Palm.-Peet	NBC	Sat. 9:30-10 p.m.	H. TBA
Dennis Day Colg.-Palm.-Peet	NBC	Sat. 10-10:30 p.m.	H. TBA
Great Gildersleeve Kraft	NBC	Wed. 8:30-9 p.m.	R. Archie Andrews 6/8-8/31
Duffy's Tavern Bristol-Myers	NBC	Wed. 9-9:30 p.m.	R. Henry Morgan New Show in Fall
Morton Downey Coca Cola	NBC	Tues.-Thurs.-Sat. 11:15-11:30 p.m.	H. TBA
Aldrich Family General Foods, Jello	NBC	Thurs. 8-8:30 p.m.	H. 6/13 13 wks.
Burns & Allen G. F. Maxwell H. Coffee	NBC	Thurs. 8:30-9 p.m.	H. 8 wks. "Father Knows Best" in Fall
Kraft Music Hall—Jolson Kraft	NBC	Thurs. 9-9:30 p.m.	R. 6/2 17 wks. Dorothy Kirsten, Nelson Eddy . . New show in fall.
Truth or Consequences Procter & Gamble	NBC	Sat. 8:30-9 p.m.	H. 7/2-8/20
Take It Or Leave It Eversharp	NBC	Sun. 10-10:30 p.m.	Possible H.
Jack Smith Procter & Gamble	CBS	Mon.-Fri. 7:15-7:30 p.m.	H. 7/4-8/19
Club 15 Campbell Soup	CBS	Mon.-Fri. 7:30-7:45 p.m.	7/4-8/26 H.
Ed Murrow Campbell Soup	CBS	Mon.-Fri. 7:45-8 p.m.	H. 7/2-8/26 S. Other Newsmen
Godfrey Talent Scouts Thos. J. Lipton	CBS	Mon. 8:30-9 p.m.	H. 7/4-8/22
Lux Radio Theatre Lever Bros.	CBS	Mon. 9-10 p.m.	H. 7/4-8/22 S. "Leave it To Joan" 9-9:30 "Breakfast with Burrows" 9:30-10
FBI In Peace & War Procter & Gamble	CBS	Thurs. 8-8:30 p.m.	H. 7/7-8/25
My Friend Irma Pepsodent	CBS	Mon.10-10:30 p.m.	H. 7/4-8/22
Suspense Electric Auto-Lite	CBS	Thurs. 9-9:30 p.m.	H. 7/7-8/25
Jack Carson G. F. Sanka	CBS	Fri. 8-8:30 p.m.	H. 7/8-8/26 "The Goldbergs" in Fall
My Favorite Husband G. F. Jello	CBS	Fri. 8:30-9 p.m.	H. 7/8-8/26
Vaughn Monroe R. J. Reynolds	CBS	Sat. 7:30-8 p.m.	H. 7/2-9/24
Jack Benny American Tobacco Co.	CBS	Sun. 7-7:30 p.m.	R. 6/5-9/4 "Your Hit Parade On Parade"
Amos 'n' Andy Rinso—Lever Bros.	CBS	Sun. 7:30-8 p.m.	R. 6/5-9/4 "Call the Police"
Helen Hayes Electric Companies	CBS	Sun. 9-9:30 p.m.	H. 6/5-7/24 and R. 7/31-? by "Meet Carliss Archer"
Hallmark Playhouse Hall Bros.	CBS	Thurs. 10-10:30 p.m.	H. 6/9-9/1
Family Hour Prudential Ins. Co.	CBS	Sun. 6-6:30 p.m.	R. AFRA players instead of name stars.
Lowell Thomas Procter & Gamble	CBS	Mon.-Fri. 6:45-7 p.m.	H. 7/4-8/19
Beulah Procter & Gamble	CBS	Mon.-Fri. 7-7:15 p.m.	H. 7/4-8/19
Ford Theatre Ford Motor Co.	CBS	Fri. 9-10 p.m.	H. 7/8-9/30
Milton Berle Texas Co.	ABC	Wed. 9-9:30 p.m.	H. 6/23 S. Jack Kirkwood Show
Jack Armstrong General Mills	ABC	Mon.-Fri. (alternating) 5:30-6p.m.	H. 6/10 S. Jack Armstrong
Sky King Derby Foods	ABC	Mon.-Fri. (alternating) 5:30-6 p.m.	H. 6/9 S. Sky King
Talk Your Way Out of It Quaker Oats	ABC	Mon.-Wed.-Fri. 3-3:30 p.m.	H. 6/17
Challenge of the Yukon Quaker Oats	ABC	Mon.-Wed.-Fri. 5-5:30 p.m.	H. 6/17 S. Same show
Greatest Story Ever Told Goodyear Tire & Rubber	ABC	Sun. 6:30-7 p.m.	H. 6/19
Jo Stafford Show Revere Camera Co.	ABC	Thurs. 9:30-9:55 p.m.	R. 5/12 "Name the Movie"
Railroad Hour Assn. of Amer. Railroads	ABC	Mon. 8-8:45 p.m.	R. 5/2 Gordon MacRae & Lucille Norman 8-8:30
Walter Winchell Kaiser-Frazer	ABC	Sun. 9-9:15 p.m.	R. Guests TBA
The Shadow Delaware Lackawanna	MBS	Sun. 5-5:30 p.m.	H. 6/5 S. "Under Arrest"
Yours for a Song Conti Products	MBS	Fri. 8:30-9 p.m.	R. Sun. 5:45-6 Sheila Graham 13 wks.
Juvenile Jury General Foods	MBS	Sun. 3:30-4 p.m.	H. 6/26 13 wks.
Capt. Midnight Wander Co.	MBS	Mon.-Fri. 5:30-5:45 p.m.	H. 6/17 13 wks.
Quick as a Flash Helbros Watch Co.	MBS	Sun. 5:30-6 p.m.	H. 13 wks.

ABC Leases Space

SIGNING of a five-year lease for additional studio space was announced last week by ABC. New York Elysee Theatre at 202 W. 58th St. has been rented from Edin Films Inc., for use primarily as a radio studio, but will be available to the video network as well. Engineering and client's booths, installed when ABC previously rented the property from 1946 to 1948, are still intact.

REGISTERING complete happiness is this trio as Freddy Martin's *Showtime From Hollywood* goes on the air over WSAI Cincinnati on behalf of the city's Pontiac dealers. Seated in a new Pontiac convertible are (l to r) Freddy Martin; Joseph Kotler, account executive for Frederic W. Ziv Co., producer of show, and Robert Acomb, agency head who handles Pontiac account.

Bicycle Scripts

BICYCLE INSTITUTE of America has prepared a comprehensive program kit containing radio scripts, background material and stories about bicycle safety for distribution to station program directors free of charge. The radio programs included a half-hour script on the adventure of *Bicycle Bill*, a quarter hour interview and a group of saftey shorts, one minute and less in length. Kit can be obtained by writing to Bicycle Information Bureau, One East 57 St., New York 22, N. Y.

SET FAMILIES

BMB Estimates U. S. Total

THERE were 39,274,700 radio families in the United States as of Jan. 1, 1949, according to BMB estimates, Dr. Kenneth Baker, acting president, announced Wednesday. This figure will be used as a base for the county and city quotas in BMB's second nationwide study of station and network audiences, now under way, he explained.

The 39,274,700 figure was reached, Dr. Baker said, by applying 94.2%—ratio of radio families to all families established by an independent BMB study last year—to the total number of U. S. families. This total, on Jan. 1, 1949, was 41,692,900, according to estimates of *Sales Management*, which BMB is using as its starting point. Decision to use these figures instead of those of the U. S. Census Bureau was based primarily on the fact that the census figures are now nine years old and a projection of them to the 17,000 places where BMB mails its ballots would not be as accurate or useful, Dr. Baker said.

"Any station manager who wants to know the total number of radio families in the counties covered by his outlet's signal need only refer to *Sales Management* estimates for those counties and multiply by the percentage of radio ownership which BMB published for each county in 1948," Dr. Baker explained. "When BMB's study No. 2 is released, subscribing stations then will know how many of that potential audience they are reaching. Breakdown of the radio families figures into the nine census regions and into state totals will be announced later," he added.

Waivers Signed

Noting that more than 400 station subscribers of BMB have signed waivers of their 90-day cancellation privileges, accounting for more than 90% of the organization's dollar volume of pledged income, Dr. Baker urged that broadcasters who have not yet signed these waivers should do so and send them to BMB headquarters at the earliest possible moment, so that firm contracts can be signed to guarantee the completion of the second study.

BMB has just completed a mailing to all non-subscriber stations, sending them copies of the 28-city test study of the new method of reporting station listening by six or seven days a week, three to five days, and one and two days, in addition to the total weekly figures. These stations also received BMB contract forms, together with personal notes from Dr. Baker asking for their subscriptions and giving broadcasters their lump sum cost of subscribing for the second study.

BRONZE plaque marking 20 years of affiliation of WPTF Raleigh, N. C., with NBC is presented to S. B. Coley (l), WPTF vice president, and Station Manager R. H. Mason by Easton C. Woolley (r), NBC director of station relations. Presentation was made at a luncheon May 17 celebrating the anniversary. Gov. W. Kerr Scott of North Carolina was the main luncheon speaker.

EQUAL TIME

Democrats File Complaint Against CBS

MUST stations and networks furnish "equal time and facilities" for replies when they carry a public official's "report to the people"?

This poser may be answered by FCC in its disposition of a complaint filed by the New York Democratic State Committee last week against CBS.

The Democrats claimed they were entitled to equal time to reply to a speech broadcast by Republican Gov. Thomas E. Dewey. CBS held that they weren't.

Paul E. Fitzpatrick, chairman of the Democratic committee and part owner of WEBR Buffalo, who filed the complaint, contended Gov. Dewey's talk, delivered May 2 over a CBS state network, was "political."

He said it contained "at least seven statements of a controversial nature, and at least one false statement detrimental to the Democratic Party in the State of New York."

But when the Democrats asked for reply time, he said, they were notified by Helen Sioussat, CBS director of talks, that "Gov. Dewey spoke in his capacity of chief executive of New York State in a report to the people of the state and not as a candidate for office" and that therefore "we do not feel that . . . a reply is indicated."

Mr. Fitzpatrick said precedent for equal time in such circumstances was set in May 1947 when NBC "placed at our disposal equal time and facilities to answer a similar report on the activities of the state legislature made by the Republican Governor of the State."

Following its customary procedure, FCC forwarded copies of the complaint to CBS with a request for the network's comments. When these have been received it will decide what, if anything, it should do. Mr. Fitzpartick requested "whatever action you may deem proper."

CBS meanwhile was disposed to stand pat. Davidson Taylor, CBS vice president and director of public affairs, said the network intended no further action on the Democrats' request.

In his protest, sent as a letter to FCC Chairman Wayne Coy, Mr. Fitzpatrick charged that Gov. Dewey in his talk misrepresented the Democratic position on the state's new disability insurance system. He also claimed the GOP leader made "statements of a political, controversial nature" on other matters of state interest, including public housing, state-wide building code, disability insurance, state aid to education, the budget, and taxes.

The only specific equal-time rule in the Commission's books is based on a provision of the Communications Act (Sec. 315) and applies only to candidates for public office. In various decisions, however, the Commission has stressed the importance of programs on controversial issues and of balance and fair play in dealing with public questions.

Dorothy Cook

DOROTHY MICHELS COOK, 28, traffic director of KFWB Los Angeles, died May 11 of pneumonia. Interment was in New York. She is survived by her husband, Harry E. Cook.

MILES HIATUS

Savings To Expand Video

MILES LABS., Elkhart, Ind., will take its NBC *Quiz Kids* off the air this summer for 11 weeks and use the money for an expanded TV version of the juvenile series in the fall, according to Oliver B. Capelle, Miles sales promotion manager.

Mr. Capelle termed the move "a sensible swap" and made it clear that Miles is maintaining a heavy summer schedule with 20 network broadcasts every week. He added that it in no sense indicates a preference by Miles for television over AM radio.

Mr. Capelle

Miles has had the *Quiz Kids* on TV several months following the Milton Berle NBC TV program. Starting on WNBQ (TV) Chicago, series was extended to Cleveland and Detroit. The summer hiatus on NBC will provide sufficient funds to finance a September-December TV series on 16 NBC television stations, according to Mr. Capelle.

"Baseball broadcasts and other Sunday afternoon diversions provide tough competition for the *Quiz Kids* in summer," Mr. Capelle said. "Use of the same money for the *Quiz Kids* on television in the fall seemed like a sensible swap to our directors.

"However, our summertime radio schedule will still be a powerful one. In addition to shows in local areas, Alka-Seltzer will have 20 network broadcasts every week from our *News of the World* on NBC, *Queen for a Day* on MBS, *Hilltop House* on CBS and a summer replacement for *Herb Shriner Time* on CBS, which is now under consideration."

COLE LIBRARY

Station Purchase Plan Set

HARRY S. GOODMAN Radio Productions, New York, last week announced a plan whereby radio stations may purchase outright the M. M. Cole Library. Goodman recently took over the library's sales distribution.

The plan is in accordance with resolution unanimously passed at the NAB convention covering the outright sale of transcription libraries.

At a fee of $30 per month for 30 months regardless of the market size, immediate shipment will be made of 1,800 selections to be followed by 20 selections a month until the library contains more than 2,000 numbers. After final payment, the library becomes the station's property. For 15 months thereafter, Cole will replace all defective or broken platters at no charge. More than 200 stations have subscribed to the plan to date.

Success story: Can WLEE sell magazines? You bet WLEE can! Just read this:

Recently a national women's magazine participated in WLEE's "Northside Man-on-the-Street" program for just *one* day. This program is broadcast from the street in the northern section of Richmond.

Result: Sales of the magazine in the northside section were 13% *greater than the average for the city!*

This is the kind of immediate action WLEE produces regularly for local and national advertisers. If you want to get results fast in Richmond, use WLEE. Call in your Forjoe man today for the whole story.

WLEE

MUTUAL IN RICHMOND

TOM TINSLEY, *President* • IRVIN G. ABELOFF, *General Manager* • FORJOE & CO., *Representatives*

A Service of Broadcasting Newsweekly

TELECASTING

MAY 23, 1949

ASCAP EXTENDS

Television Music Rights to June 15

By BRUCE ROBERTSON

ASCAP has extended until June 15 the temporary licenses authorizing TV broadcasters to use the music of ASCAP members on their sight-and-sound programs.

Move, announced Thursday by Fred E. Ahlert, ASCAP president, puts off for two weeks at least the threat of a withdrawal of ASCAP tunes from the air. Since the society's cancellation of its long-term blanket licenses as of Dec. 31, 1948, it has continued to permit its music to be telecast by a series of extensions—the first for three months, followed by two of one month each — while negotiations were in progress between TV music committees of NAB and ASCAP.

Breakdown in these negotiations on May 6 [BROADCASTING, May 9, May 16] led to belief that June 1 might find television in a situation comparable to that of the sound broadcasters on Jan. 1, 1941, with the right to use ASCAP music withdrawn. Both groups, however, have striven to avert such an event. ASCAP's prompt invitation to the networks to negotiate individual contracts was promptly accepted and meetings of network and ASCAP committees at the top executive level began last week. A friendly attitude but little progress was reported following lengthy meetings on Monday and Wednesday, but at the conclusion of the Thursday meeting Mr. Ahlert, in announcing the extension of the temporary licenses, stated: "Progress was made at today's meeting. No final decision was reached, but discussions will continue."

First Effect

First effect of the extension was the restoration of ASCAP music to programs which, in addition to their live telecasts, are kinescoped —recorded on film from the face of a receiver tube—for delayed broadcast by non-interconnected stations. As the normal time for such delayed broadcasts is two weeks after the date of the original performance, ASCAP tunes had been ruled off these programs after May 17, as two weeks from that date would be June and, if ASCAP music had been banned as of June 1 as feared, such delayed broadcasts would have constituted infringements.

On Tuesday, ASCAP was host to a score of executives of New York advertising agencies, to whom Mr. Ahlert outlined the difficulties confronting his organization and the TV broadcasters in arriving at a mutually satisfactory system for licensing the use of ASCAP music on television. One agency radio-TV executive who attended the luncheon said that it impressed him largely as a public relations venture on the society's part, to explain to the agencies that the problem is complicated and difficult and that it is not a matter of unreasonable demands on TV by the music copyright group.

Contrasts Attitudes

Contrasting the present attitude with that of ASCAP preceding its break with radio nine years ago, he said that the ASCAP position expressed at the luncheon was that both sides are trying to find a workable TV licensing plan and that they will continue to do so despite the failure of the original negotiating committees. There was none of the belligerence of a decade ago, he reported, expressing the belief that before ASCAP would allow the TV problem to involve it in a serious dispute with the broadcasting industry which last year contributed some $7 million of the ASCAP revenue, it would step out of the video picture and return the TV licensing rights to its members to handle individually.

The idea that ASCAP might withdraw from the video licensing field, which cropped up repeatedly in New York radio-music circles last week, was brushed aside as "ridiculous" by an ASCAP spokesman queried by BROADCASTING. Rather than dropping this admittedly difficult problem, he said, ASCAP executives are determined to work out a solution acceptable to the TV broadcasters as well as to their own membership. "We've got to face it eventually," he pointed out, "so there's no reason to try to dodge it now."

Representing the TV networks at last week's meetings were: Charles R. Denny, NBC executive vice president; Joseph H. Ream, CBS executive vice president; Mark Woods, ABC president; Mortimer W. Loewi, director, DuMont TV Network; Theodore C. Streibert, president, WOR New York [WOR-TV, WOIC (TV) Washington]. ASCAP was represented by Mr. Ahlert; Oscar Hammerstein II, board member; Herman Finkelstein, resident counsel; Richard F. Murray.

Statement reviewing the ASCAP-TV negotiations was issued Thursday by NAB Washington headquarters. It included text of letters exchanged by Robert P. Myers, NBC, chairman of the NAB Television Music Committee, and Mr. Ahlert; an introductory statement by NAB Executive Vice President A. D. Willard Jr. and a report by Mr. Myers to the NAB board.

Mr. Myers told the NAB board the committee could not accept ASCAP's proposal for two basic reasons—the proposal was too expensive; it could not recommend acceptance of the principle of special-use licensing. Costs were estimated at 2½ times the amount ASCAP would receive under sound broadcasting contracts on the same gross billing.

The committee held the special-use proposal was so unacceptable as a matter of principle as to be an improper subject of arbitration and that selection of an inexperienced third party for arbitration would have been impracticable.

CO-CHANNEL TV

RCA Has 'Off-Frequency' Plan

A SYSTEM of "off-frequency" co-channel television assignments has been developed by RCA Labs which its exponents are confident will reduce interference at least as well as synchronization, without synchronization's extra expense.

Not yet formally announced because work is still in progress, the plan is believed capable of permitting co-channel operations at spacings of approximately 150 miles—the separation FCC aimed at in its original allocation.

Dr. C. B. Jolliffe, executive vice president in charge of RCA Labs, told BROADCASTING that the heart of the plan is to stagger the carrier frequencies of co-channel stations by about one-half the line frequency. Thus, he said, the Venetian-blind pattern arising from mutual interference is reduced to about the width of a scanning line, and disappears.

Dr. Jolliffe said the new system has been in operation on RCA-NBC's WNBT (TV) New York and WNBW (TV) Washington for about two months. The results, he said, are fully as good as were obtained by the exact synchronization of the two stations' frequencies in earlier tests [BROADCASTING, Jan. 3].

If utilized by the Commission, the system would pose no extra cost for broadcasters. FCC's assignment procedures would specify the exact carrier frequency to be used—about 8,000 to 10,000 cycles apart for co-channel operations—and station operators would buy the crystals they need, just as they do now.

Cost of producing units similar to those used in the previous synchronization tests has been estimated at about $5,000.

If 150-mile separation for co-channel stations is shown to be feasible, FCC could salvage much of the allocation plan which many authorities regarded as doomed by tropospheric interference effects. In many instances, however, the allocation provided for spacings narrower than the goal of 150 miles for co-channels and 75 for adjacent channels.

Since FCC called the current TV freeze last fall and with industry's aid launched intensive studies of the interference problems, there has been considerable speculation that co-channel separations in the order of 200 miles or more may be needed.

Meanwhile there was still little likelihood that FCC could lift the television freeze before this fall, at the earliest. The commissioners, including the engineer-members, George E. Sterling and E. M. Webster, who are directing the TV work conferred Friday with key staff members to discuss plans.

The most recent target date for action is August. Since notice must be given and hearings held, this makes it unlikely that there could be a return to normal licensing before October or November, and protracted hearings would mean even greater delay.

Film Report

PANEL of Hollywood television executives at Los Angeles Advertising Women "Advertising in Industry" session included (l to r) seated: Harry Witt, general manager, KTTV(TV); Klaus Landsberg, West Coast director of Paramount television and KTLA(TV) general manager; Martha Gaston (moderator), account executive, KFOX Long Beach; Harry Lubcke, technical director of KTSL and president, Academy of Television Arts & Sciences; Don Forbes, manager of studio programs; standing: Haan J. Tyler, manager, KFI-TV; Hal Bock, NBC manager of western network television.

GLENN WALLICHS, president of **Capitol Records**, told BROADCASTING before leaving on five-week TV survey of East and Midwest, that firm expects to start film production within six months after study of program needs. No budget has been set, but firm will "appropriate money as need presents itself." Capitol plans to limit its activities to film production and will not venture into kinescope programming, Mr. Wallichs said. . . . **Dynamic Films Inc.**, New York, has released for video and general distribution, first of series of dance motion pictures in 16mm color. . . . **National Society for Crippled Children and Adults**, Chicago, is accepting bids from film companies coast-to-coast for production of 20-minute case history movie for theatres and video. . . . **Campbell-Cahill**, Chicago, has just completed 60-second spot for the **First Federal Savings and Loan Assn.**, using live action with dissolves and montages. Agency: **U. S. Savings and Loan League**. . . .

Old Gold Cigarettes reportedly interested in 26 week film series being prepared by **Paul Parry Productions**, Hollywood. Films entitled "Adventures on Cocos Island" run 13 minutes and are semi-documentary. Same firm is readying audition films. Aimed at national advertisers each is 13 minutes in length. Two of the films are "A Day in Photography" a fashion film, and "Plantation Days," a musical . . . . **Five Star Productions**, Hollywood film firm, is in three-way competition with itself. Commercials which it has made for **Magicomb**, **Ford** and **Acme Breweries** are spotted at same time on three Hollywood stations, opposite each other. . . .

Gil Paltridge, head of sales and promotion for **Hayes-Parnell Inc.**, Hollywood, is in East for ten days contacting stations and agencies. . . . **Joseph G. Frankel**, managing director of **Michael H. Goodman Film Productions Ltd.**, London, England, currently in Los Angeles (Ambassador Hotel) arranging for showing of firm's film of 15-round Mills-Woodcock heavyweight championship bout, to be held June 2 in London. **Toni Hamilton Inc.**, New York, is firm's western hemisphere representative.

Henry W. Anderson has joined the visual education staff of **Vogue-Wright Studios**, Chicago, as a TV salesman. . . . **Sarra Inc.**, same city, is producing a series of 13 15-minute TV programs starring **Burton Holmes** for the **Atchison, Topeka & Santa Fe Railway** through **Leo Burnett** agency. Footage from Mr. Holmes' regular travelogues will be correlated with sequences featuring him and his assistant, **Thayer Soule**. Production begins June 1, with release scheduled for fall. Series will emphasize points of travel interest along the railway route.

Tressel Television Productions is preparing to move into a new film studio at 2214 E. 75 St., Chicago, where puppet serials and commercials will be made. Test shooting has been completed on a 16mm series of entertainment-commercial films which combine a new production gimmick and novel presentation. Firm will guarantee to national advertisers a return of 35 viewers for every one penny spent. . . .

Filmed weather forecast jingles by **Harry S. Goodman Radio & Television Productions**, New York, placed in the following markets: Boston, **National Shawmut Bank**, through **Doremus & Co.**; Pittsburgh, **Duquesne Brewing Co.**, through **Walter & Downing**; St. Louis, **Independent Packing Co.**, through **Gardner Advertising**; Columbus, WBNS-TV direct; Baltimore, **Joseph Katz Agency**; Washington, **Lewis Edwin Ryan Agency**. . . . Spots use marionettes with invisible strings. Negotiations currently under way for addition of 14 markets in next few days. Films, video versions of AM forecast jingles that received first award at National Radio Conference, were produced in Kodachrome with eye to future color video. . . .

Speaker at the May 26 dinner meeting of National Television Film Council, to be held at New York's Brass Rail Restaurant, will be **Norman Livingston**, director of commercial program operations WOR and WOR-TV New York. His subject will be "What a TV Station Looks for and Can't Find in Television Film."

108 Sponsors

TOTAL of 108 sponsors the first week in May was recorded by WPTZ (TV) Philadelphia. Station reports that in April it had 91 sponsors and as of first week in May, 17 new accounts were added.

THEATRE TV

Skouras Outlines 20th Century Plans

PLANS of Twentieth Century-Fox Film Corp. to start theatre television in 30 moving picture houses in the Los Angeles area were revealed to stockholders Tuesday at the company's annual meeting in New York. President Spyros P. Skouras made the announcement.

In talking of the plans, Mr. Skouras predicted that moving pictures will reach their zenith through television. He foresaw home and theatre television existing side by side and complementing each other.

He told shareholders that Twentieth Century visualized production of four-hour shows in the Hollywood theatres—combining first-run moving pictures and top television features on a single bill. Such features as "South Pacific," show stoppers as Bob Hope and musical artists as Arturo Toscanini would be sought for the television sections of the programs, said Mr. Skouras. Admission would be on a reserved seat basis, with performances scheduled afternoons and evenings.

Terms It Experiment

The Hollywood television tryouts would be a big laboratory experiment, upon the success of which would depend Twentieth Century's television policy, Mr. Skouras indicated. He said his company and RCA have been conducting cooperative experiments in theatre television for some time.

These experiments have reached a point where Twentieth Century now is undertaking negotiations with RCA for the necessary equipment and, at the same time, is seeking an FCC license for a channel for theatre use. If the channel application comes through and the negotiations with RCA are favorably concluded, he said, theatre television will then be on its way to a big-scale test. He said, however, it would take 18 months after receipt of the license to complete the final tests.

During the meeting, a stockholder questioned Mr. Skouras about intentions of the company to release old feature pictures for use of television stations.

The company president assured the stockholder the company would scrutinize most carefully any picture so released. Mr. Skouras emphasized that unless great care were taken about releasing pictures for telecasting, valuable properties could be dissipated quickly.

"We value our inventory too highly for that," he promised.

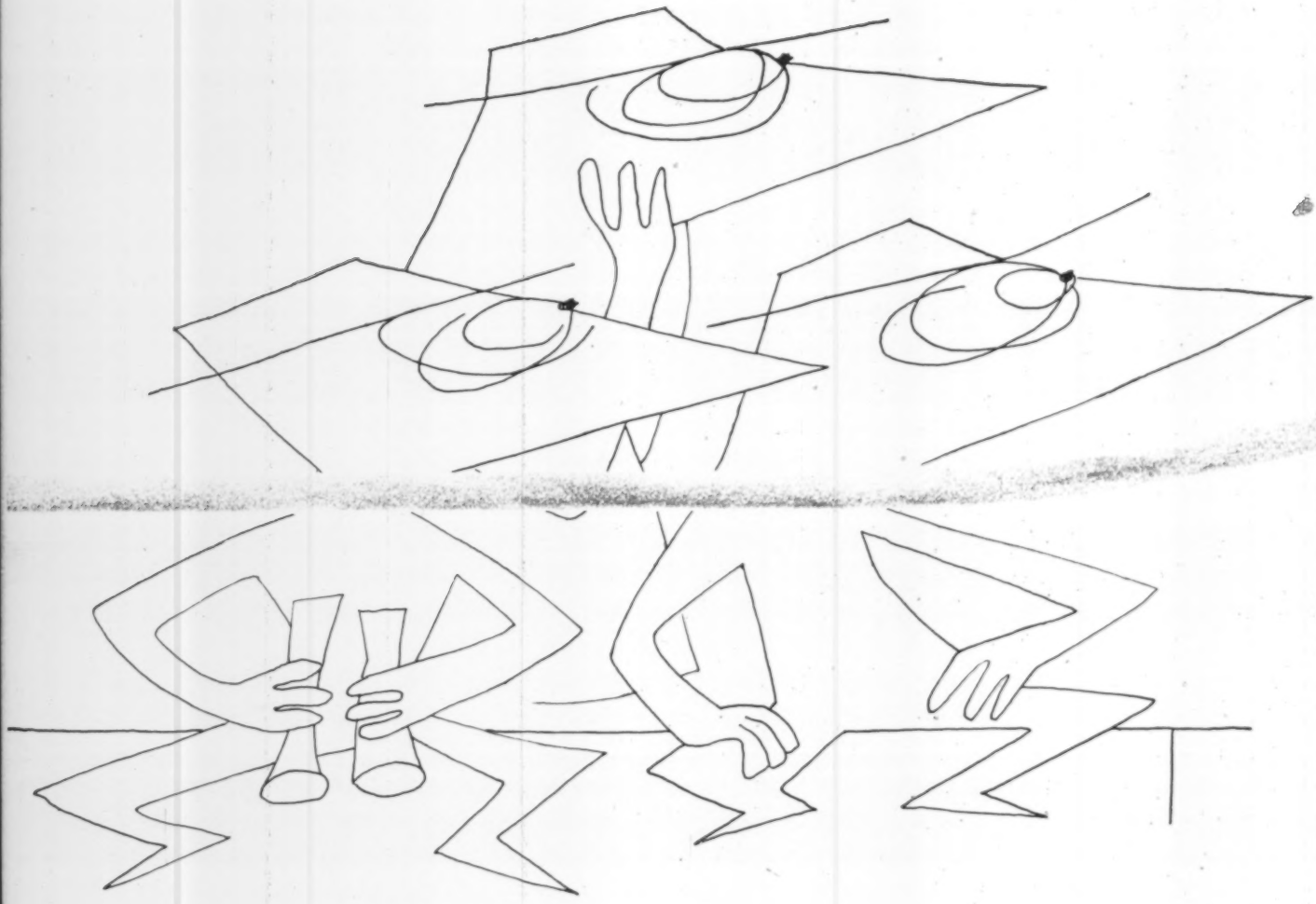
Then he went on to predict that theatre television and home television will go along different paths, neither in conflict with the other. It was his own belief that motion picture patronage will reach its zenith through theatre television, he said.

Shareholders were shown a large-screen television demonstration with RCA equipment in which Mr. Skouras and Twentieth Century artists performed for the stockholders.

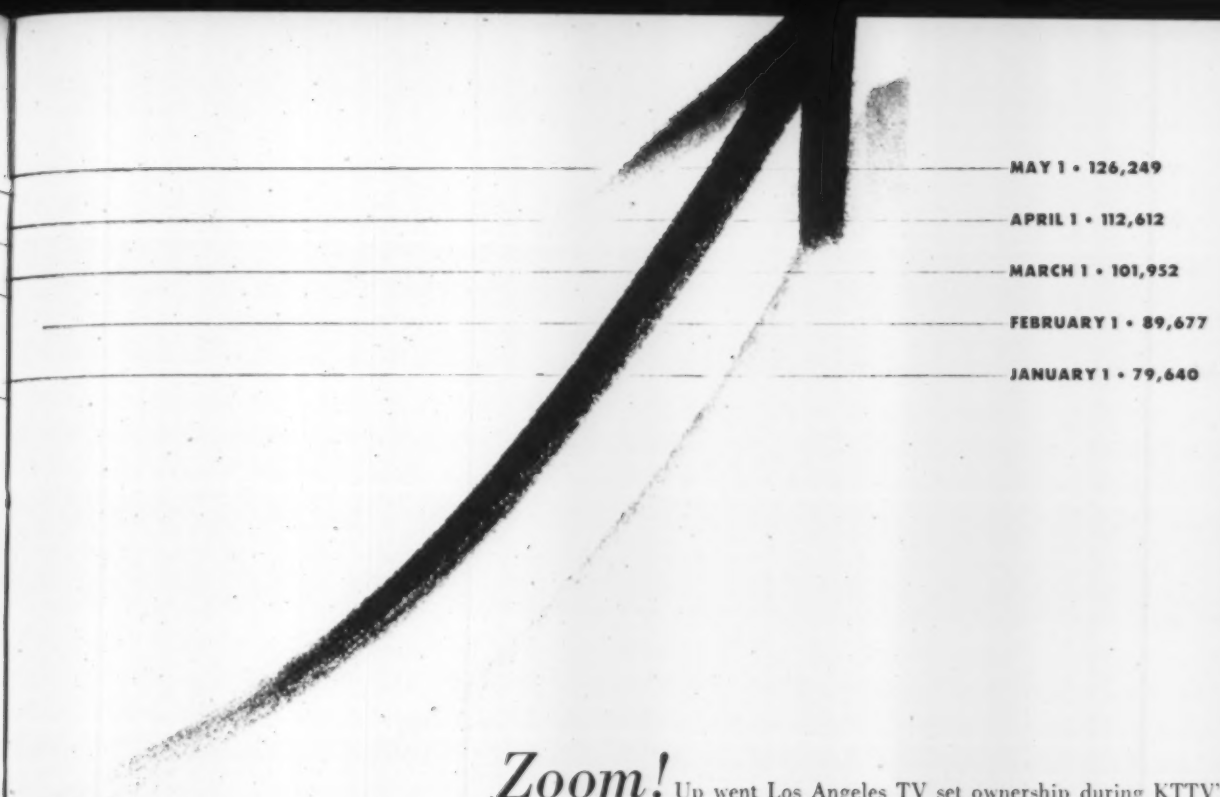
Mr. Skouras predicted that 1949 revenue would equal the record year of 1948. First quarter earnings were $1.04 per share, compared with $1.00 per share last year, Mr. Skouras revealed. Film rentals and theatre receipts were $43,490,969 compared with $40,316,174 last year and net earnings were $3,017,736 compared with $2,926,842 the year before.

The meeting itself produced a hot debate between one stockholder, James P. Fuller, Hartford, Conn., and management. Mr. Fuller objected to Mr. Skouras' high salary ($252,385), high pension provision ($25,000 annually), and to a deal in which Mr. Skouras' brother, Charles, participated in a transaction by which the brother and three others sold shares in a subsidiary back to the parent company at a profit to them of over $6½ million, a deal which is now in process of being compromised. After a full discussion of all the points, Mr. Fuller complimented the company on running "a good meeting."

The board of directors was re-elected except for one post, a vacancy caused by the death of John R. Dillon on Sept. 29, 1948. Former Postmaster General Robert E. Hannegan was elected to fill the vacancy.



Fastest start in all television



Zoom! Up went Los Angeles TV set ownership during KTTV's first 100 days—now note the whopping 58.5% gain! Today Los Angeles is 126,249 sets big*—and still growing lightning-fast! ★ KTTV is setting the pace for *all* Los Angeles television. Which is just what you'd expect from a station owned by The Los Angeles Times and the Columbia Broadcasting System. Like this . . .

Jack Benny, The Nation's Most Popular Comedian—star of KTTV's big dedicatory program, with Lum 'n' Abner, The Andrews Sisters, Margaret Whiting, Isaac Stern, Bob Crosby, Rochester and others.

Longest Uninterrupted Broadcast In TV History—24 hours and 50 minutes of continuous on-the-spot coverage of the San Marino well tragedy.

Full CBS-TV Network Schedule—blended with KTTV local shows with the "Hollywood touch."

Exclusive Rose Bowl Commercial Telecast—the first in history—seen by 88% of all Los Angeles television homes, with an average of 9.8 people per set.

Small wonder that 75 advertisers have successfully used KTTV during its first 100 days—the fastest start in all television. To make your sales go up equally fast in America's fastest-growing television market, ask Radio Sales about KTTV.

*May 1

KTTV *Los Angeles Times • CBS*

TV COMPONENTS
Standardization Sought

SUBCOMMITTEE of the engineering committee of Television Broadcasters Assn. has been named to study the problem of securing standardization of components of television equipment with the goal of interchangeability, so far as is feasible. Appointed by TBA Engineering Chairman Raymond F. Guy, NBC's manager of radio and allocations engineering, the subcommittee was charged with querying all of the country's TV stations about their technical operating procedures and gather their recommendations for achieving interchangeability.

F. J. Bingley, chief TV engineer of Bamberger Broadcasting Corp. (WOR-TV New York, WOIC (TV) Washington), was appointed chairman of the subcommittee. Other members are: Howard A. Chinn, CBS; Donald Castle, NBC; Rodney Chipp, DuMont; Robert Morris ABC; William Purcell, WRGB Schenectady; Thomas Howard, WPIX New York. Two more members will be added from AT&T and from WPTZ Philadelphia.

Frank Marx, ABC vice president in charge of engineering, was appointed TBA representative on a committee of New York TV broadcasters which is working with engineers of the city to amend the city's electrical code to cover TV installations at various locations throughout the city. All appointments were made Wednesday at a meeting of the full engineering committee.

WTPS-TV Denial

DENIAL of additional time to Times-Picayune Pub. Co. to complete construction of WTPS-TV New Orleans was set aside by FCC last week and the station's application was designated for hearing. The refusal to extend completion date was made by the Commission in early April [BROADCASTING, April 18]. The applicant told FCC it sought the television extension because it was financially unable to build the TV outlet at this time. Substantial losses in its AM and FM station operation were cited.

SPORT FEES TAX
Bill Is Blocked In Calif.

A BILL regulating television contracts for boxing and wrestling matches has been successfully blocked on the floor of the California State Senate and returned to committee.

The bill was backed by the California Athletic Commsision and the California Managers' Assn. It would levy a 5% tax on all fees paid by broadcasters for rights to telecast matches and would give the Athletic Commission power to approve or disapprove all such contracts [BROADCASTING, May 2].

The bill, strongly opposed by the California State Broadcasters Assn. went to the Senate floor with a "do pass" recommendation. Before being returned to committee for further hearings and possible revision it was twice amended on the Senate floor.

Arthur Westlund, general manager of KRE Berkeley and president of the broadcasters association, said the amendments removed two sections to which the broadcasters objected most strongly.

The first amendment removed a requirement that all television contracts with a fight stadium or promoter must be approved before each telecast by all participants, Mr. Westlund said.

The second amendment took away the right of the Athletic Commission to control contracts.

Present Standing

As the bill now stands in committee, Mr. Westlund said, copies of all contracts would have to be filed with the Athletic Commission but the commission would have no control over provisions of such contracts. The 5% tax on fees paid for television rights still is in the bill.

"Our main objection to the bill has been taken care of," Mr. Westlund told BROADCASTING. "But we will continue to oppose it when further committee hearings are held on it."

He pointed out that passage of a bill of this kind, no matter how innocuous, would set a precedent for further legislation governing television. "We don't feel we should be bound to file copies of our contracts with the Athletic Commission anymore than those concessionaires who sell hotdogs or operate parking lots at the stadiums.

CHICAGO MOVIE TV
WBKB (TV) Marks Birthday

THE Chicago Theatre will present theatre television from its screen June 16, employing Paramount's exclusive Teletranscription technique, John Balaban, director of WBKB (TV) Chicago, announced Thursday. The new entertainment medium, previously used only at the Paramount Theatre in New York, will be a regular feature at the theatre when major sports events occur, he said.

The June 16 show will be part of a mammouth television celebration planned by Balaban & Katz, owner of both WBKB and the Chicago Teatre. Eighth anniversary of the TV station, Chicago's first, will be observed and WBKB will officially begin operation of a new high-powered transmitter atop the American National Bank Bldg. The new unit will be the highest in Chicago, station claims, dwarfing by 313 feet WBKB's present tower on the State-Lake Bldg. Telecasts of a star-studded Chicago Theatre stage revue direct from the stage also will be presented.

KLEENEX TELEVISION
To Back 'Fun for the Money'

NEW audience participation program with a baseball format, *Fun for the Money*, will be sponsored on ABC-TV by International Cellucotton Products Co., Chicago, manufacturer of Kleenex. The program, to start June 17, will be telecast on Fridays, 9:30-10 p.m., over the eastern and midwestern video networks. It is packaged by the James L. Saphier Agency, Chicago, and produced by Steve Hatos. The show will originate in Chicago.

Fun for the Money will be carried by ABC owned and operated stations WJZ-TV New York, WENR-TV Chicago and WXYZ-TV Detroit, and by affiliates WFIL-TV Philadelphia, WMAL-TV Washington, WAAM (TV) Baltimore and WNAC-TV Boston. Other stations are expected to join the line-up.

INDUSTRIAL TV
St. Louis Sees Monsanto

KSD-TV St. Louis has presented a 30-minute program from an industrial plant, using facilities of two remote cameras. The show included demonstrations of Monsanto Chemical Co.'s chemicals and plastics and examples of wood decay.

Most of the program originated in the new research pilot plant of the John F. Queeny plant, adjacent to Monsanto's main office building in South St. Louis. In addition to being seen by St. Louis televiewers, the show was picked up at Hotel Jefferson, where the American Wood Preservers' Assn. was holding its national convention.

TELECINE CORP.
New TV Packager Formed

TELECINE Corp. of America, new video package outfit, has set up offices at 745 Fifth Ave., New York, with Benn Jacobson, former story and talent executive for MGM and Eagle-Lion studios, as president. John M. Gray, formerly with the war savings staff of the U. S. Treasury and, during the war, Air Force public relations officer, is secretary-treasurer.

According to Mr. Jacobson, who says he switched from movies to television because he believes that telecasting techniques will be built on moviemakers' art, video within the next few years will be ready for color. By then, he says, the new art, having monopolized so much of the entertainment audience, will have passed the movies as a producer and the radio as an advertising medium.

MOWREY ON TV
Speaks at Oakland Ad Club

"THE FASTEST WAY to build a television audience is to offer a comprehensive schedule of sports events." This opinion was voiced by Paul B. Mowrey, national director of television for ABC, in a talk before the Oakland Advertising Club on "The Future of Television in the Bay Area." After television becomes more firmly established, he said, the emphasis will be shifted to other video features such as drama, news and variety shows.

Mr. Mowrey has been in San Francisco for the past month in conjunction with the debut of KGO-TV, ABC's Bay Area television affiliate. He was introduced to Ad Club members by Gayle V. Grubb, general manager of KGO and KGO-TV.

DuMont Summer Plans

DuMONT Television Network last Wednesday announced a complete revision of programs for the summer months. Plans include three news programs, now in rehearsal, to premiere within the next two weeks; eight new programs already written and cast, to be showcased, one a week, starting about the middle of June; 50 new programs already planned and scripted and under consideration by the network's program board; and the revamping of shows currently on the air.

A CHICKEN IN EVERY POT!

WHAT STATION CAN DO IT?

See Centerspread This Issue

ON THE AIR EVERYWHERE 24 HOURS A DAY

L. B. Wilson

WCKY

CINCINNATI

50,000 WATTS OF SELLING POWER

The highest point in San Francisco County: *KGO-TV's giant transmitter tower atop Mt. Sutro rises 1362 feet above sea level. Viewers in Reno, Nevada, 220 miles distant, report "Consistently Good Reception."*

NOW TELECASTING!

KGO-TV

CHANNEL 7 — SAN FRANCISCO

One More ABC Owned & Operated Television Station in a Strategic Sales Market . . . Another Powerful Link in the Fast-Growing ABC Television Network

When television was in the planning stages at ABC, it was decided that in order to serve advertisers best, TV stations should be located in mass buying markets.

With the opening of KGO-TV and the soon-to-be-on-the-air KECA-TV, Los Angeles, ABC will have Owned & Operated television stations in five of the six major markets in America. *A distribution of TV stations not matched by any other broadcasting company!*

By using ABC-TV facilities you buy from one representative . . . one organization to cover America's top buying markets. All your television problems are handled under one roof.

The simple, efficient way to sell your products is to use ABC-TV

. . . in New York WJZ-TV CHANNEL 7	*Finest TV Studio Facilities in the World*
. . . in Chicago WENR-TV CHANNEL 7	*Tallest TV Tower in Chicago*
. . . in Detroit WXYZ-TV CHANNEL 7	*Most Modern Studio Equipment in Detroit*
. . . in San Francisco KGO-TV CHANNEL 7	*Atop Highest Point in San Francisco County*
. . . in Los Angeles KECA-TV CHANNEL 7	*A Movie Lot for a Studio*

ABC TELEVISION

ABC Television Center, New York 23, New York

American Broadcasting Company

Telestatus

Analysis of April Program Types
(Report 60)

VAUDEVILLE for television, often classified as variety, is becoming for television what daytime serials are to radio. With a regularity that is astounding, new variety shows have hit the TV networks. As a result, it has become the top entertainment for the television audience.

On the networks, 219 of the 599 hours of programming during April were live variety shows. (See Table I.) Among the sponsors of these fast-paced creations of the new medium are Texaco, Admiral, Ford, Lincoln-Mercury, Chevrolet, Arrow Shirts, General Electric, General Foods, Gulf Oil Co., Household Finance Co., The Swift Co., and Whitehall Pharmacal.

In March, variety programming edged out sports as the top in number of sponsored hours on network, spot and local broadcasts. Variety shows held this position in April too, but as the baseball season opened, sports showed an increase.

Of the total of 928 hours of programming, sports remotes occupied 212 hours. In March sports programming totaled 179 hours. Most of this sports programming is local. Stations pick up wrestling, boxing, racing, baseball or roller derbies from their local arenas, tracks or stadiums. Of the total in April, 52 hours was network broadcasting, 55 locally sponsored, and 105 hours spot advertising, with the beer companies doing much of the buying for this type of broadcast.

Local activity in variety programming is slight; about 16 sponsored hours of variety programming were shown during a sample week in April. There are many participation arrangements with these local variety shows, and the time shown here allows two minutes for each participating sponsor. Actually, the local stations provide more variety programming than the sponsored total indicates. Some of the local shows are build gradually and finally achieve sponsorship, much the same as in AM.

Dramatic Next

Next most popular form of sponsored program is the dramatic show. About 90% of 119 hours devoted to dramatic programming is network programming, most of it live. Productions of Shakespeare, mystery, and original dramatic shows, both light comedy and serious "message" shows, have been seen on the video screen.

Most of the 15 hours of local dramatic programming is on film, with re-runs of older pictures or foreign films. A few have bought special 15 minute and half-hour film packaged shows.

TV has been kind to the kids—there is as much children's fare on TV as dramatic programming. The now famous *Howdy-Doody* and others have captured the hearts of the juvenile viewers, and it would seem that there is a better future for this type of programming, with its clowns, puppets, and picture-book characters than there is on AM.

TABLE I
TV SPONSORSHIP BY PROGRAM TYPE

Type of Prog.	Sponsorship Network (Hrs: Min)	Spot (Hrs: Min)	Local (Hrs: Min)	Total (Hrs: Min)
Variety	219:30	7:32	16:43	243:45
Sports	52:00	105:30	55:11	212:41
Dramatic	92:45	1:32	15:21	119:38
Children's	104:30	3:54	10:54	119:18
News	27:20	9:47	14:29	51:36
Musical	41:35	2:56	5:33	50:04
Announcements	...	25:05	17:04	44:49
Discussion & Panel	31:00	...	1:00	32:00
Educational	19:15	:15	2:00	21:30
Household & Women's	2:30	3:05	12:08	17:43
Quiz	2:30	1:08	6:16	9:54
Audience Participation	5:00	:32	:22	5:54
Miscellaneous	1:30	...	6:43	8:13
Totals	599:25	163:43	164:39	927:49

TABLE II
TV PRODUCTION METHODS
(Hrs: Min)

	Live Shows	Film	Live & Film	Remotes
Networks	480:20	26:15	44:50	48:00
Spot	17:00	34:20	6:04	98:52
Local	47:07	33:07	16:41	55:22
Total	544:27	93:42	67:35	202:14

Note: Slides were used in combination with live and film presentation in about 17 hours of commercial presentation.

News programming is frequent on TV, and a kind that has been sold to local sponsors. About half of all news is network-sponsored, but another 14 of the 51 hour total is locally bought. Some of the local shows use newsreel technique, others are straight talk from the studios.

Announcements of all kinds—time, weather and straight commercial—added up to about 45 hours during the sample week in April. Film commercials are still the most popular form, used more frequently than all other types combined. This number of announcements corresponds to former months on a percentage-of-the-total-sponsored-time basis.

Production on TV

Breaking the total commercial TV time down by method of production, network influence is again predominant. The live shows originating in Chicago, New York, and other network points provided 480 of the 544 hours of live programming during the sample week in April. (Table II)

Because of this heavy live schedule on the networks, live programming is the walkaway winner on TV at this time with remote programming, nearly all of it in the form of sports programming, in second place. Of the 928 hour total, remote sports broadcasts occupy 202 hours.

Local live programming reached 47 hours during April's sample week and only 17 hours of spot broadcasting.

Film was used for 93 hours, and combination live and film broadcasting was sponsored for 67 hours of the total.

ACTOR BARGAINING

4 A's Blueprint Agreement

THE 4 A's committee charged with drafting the blueprint for a video actors union reached an agreement Wednesday night in New York.

The Committee then sent the agreement to the international governing board of the 4 A's (Associated Actors and Artistes of America).

At the same time, the committee sent the 4 A's board two unresolved problems: what should be the makeup of the new union's governing board, and (2) what should be the bargaining agent for announcers doing TV but primarily working in AM.

The 4 A's board will submit the agreement to all the various 4 A's branches for their action, and meanwhile, will try to work out an accord on the two unresolved problems. After the 4 A's branches pass on the main agreement, it will come back to the international board for final action. It was said that the whole process could be completed in a month.

Thus, a new union, to be called the 4 A's Television Authority, would come into existence to bargain for video actors.

Such a union would end the danger of jurisdictional rivalry between such 4 A's branches as Actors Equity, American Federation of Radio Artists, American Guild of Variety Artists and others. The 4 A's committee which worked out the agreement for the new union was itself composed of the presidents and members of each of the branches of the major 4 A's organizations.

During the process of getting ratification by the 4 A's branches of the main agreement. It is believed the two other matters yet to be unsnarled will be cleaned up by the 4 A's board.

In one of these problems, the makeup of the governing board of the new union, the question is whether representation of the various 4 A branches shall be by proportional representation or by equal representation. AGVA, with its huge membership, contends that makeup of the board should be by proportional representation based on the number of members of respective branches paying per capita taxes to the 4 A's. All other branches are said to be opposed to this arrangement.

The other problem also was posed by AGVA, it was said. AGVA objected to AFRA being given authority to bargain for staff announcers doing TV work although their main job was in the AM field. AGVA contended the new union should bargain for such announcers, too, it was said.

TV SET figures reported to BROADCASTING during the past week:

Milwaukee—24,503 as of May 1, reported by WTMJ-TV Milwaukee.

Cincinnati—23,000 as of May 1, reported by Crosley Broadcasting Corp. [WLWT (TV)].

Dayton—5,300 as of May 1, reported by Crosley Broadcasting Corp. [WLWD (TV)].

Columbus—5,800 as of May 1, reported by Crosley Broadcasting Corp. [WLWC (TV)].

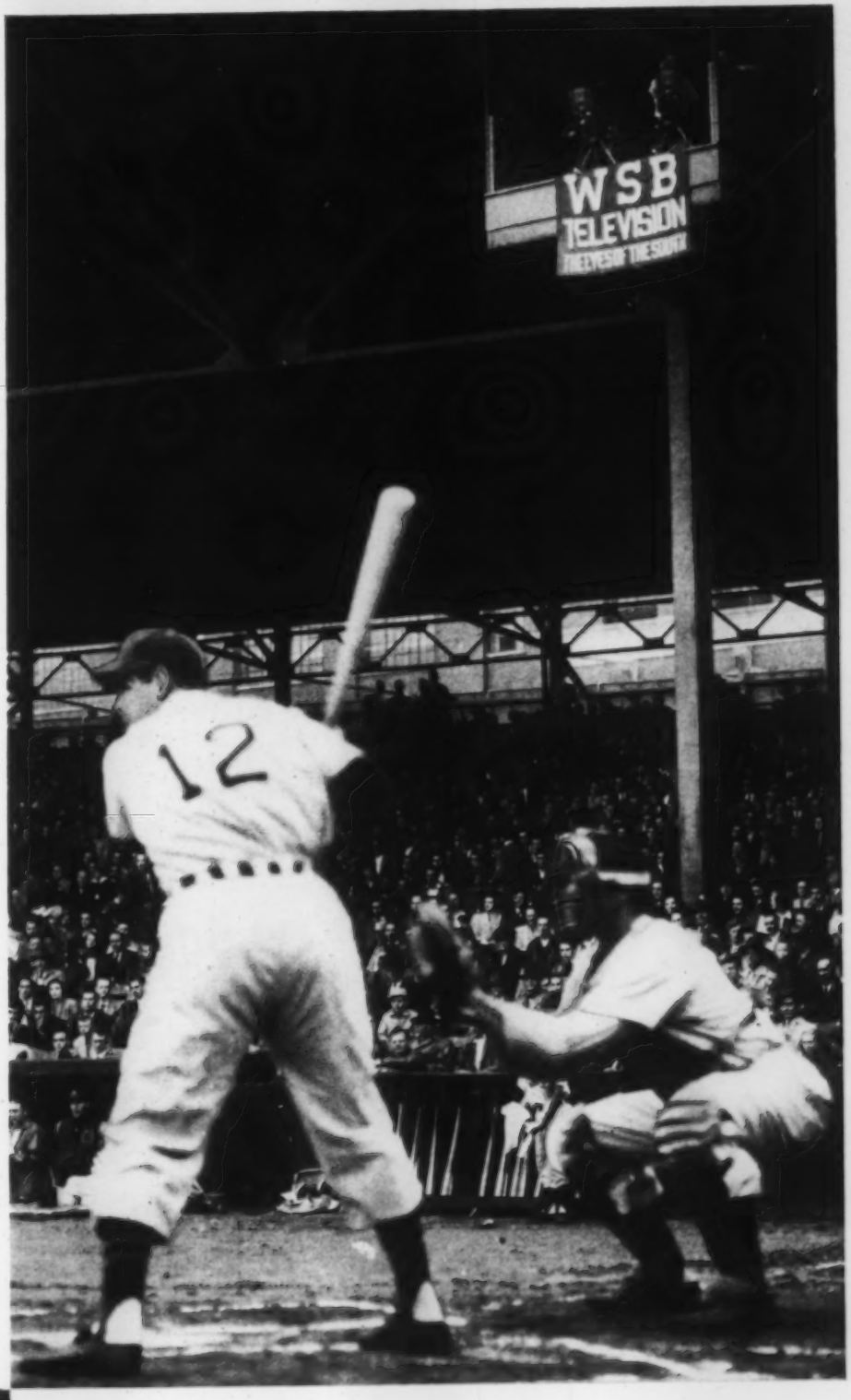
Baltimore—57,635 as of May 1, reported by Baltimore Television Circulation Committee [WAAM (TV) WMAR-TV WBAL-TV].

St. Louis—28,850 as of May 1, reported by KSD-TV St. Louis, compiled by Union Electric Co. of Missouri.

Los Angeles—126,249 as of April 30, reported by the Southern California Radio & Electrical Appliance Assn.

Buffalo—21,546 as of April 30, reported by WBEN-TV Buffalo, compiled by Buffalo Niagara Electric Co.

Cleveland—52,383 as of April 30, reported by WEWS (TV) and WNBK (TV), both Cleveland, compiled by the Bureau of Business Research of Western Reserve U.



All home games of Atlanta's Southern League Crackers are Telecast by WSB-TV. Brown Distributing Company (PHILCO *for Georgia*) *is the sponsor.*

wsb-tv
ON PEACHTREE STREET

Owned and operated by The Atlanta Journal Co.
Represented nationally by Edw. Petry & Co., Inc.

SCHWERIN TESTS

TV Response of 'Quiz Kids'

RESPONSE of televiewers in Chicago, Detroit and Cleveland is being correlated with New York studio audience reaction to NBC-TV's *Quiz Kids* by the Schwerin Research Corp., New York, after special tests last week. Results will be released before June 15.

Horace Schwerin, president of the firm, conducted simultaneous, continuing reaction tests among 13,000 Chicago, Detroit and Cleveland televiewers during the program last Tuesday night. Show was tested live by home viewers and from the kinescope by 1,500 persons in two "control" studio groups in New York for qualitative and quantitative data.

Miles Labs. (Alka Seltzer, One-A-Day vitamins), sponsor of the show, bought coaxial cable time from Cleveland to New York for the closed circuit telecast to WNBT (TV) New York. Cost of the project is being shared by the network, the sponsor, the research firm and Wade Advertising, Chicago.

Mr. Schwerin applied his "number-cueing" principle used in AM, in which home televiewers saw small numbers superimposed on the immediate picture being relayed. Viewers were asked to indicate on ballots, mailed to a selected list in advance, their judgment on each portion of the show. The project was developed by Mr. Schwerin and Hugh Beville, NBC research director. Details were worked out with Gordon Norberg, Wade research chief.

EXTENSIVE study of television will be included in KYW Philadelphia's seventh annual workshop starting June 27.

VARIETY CLUBS

Hold San Francisco Meet

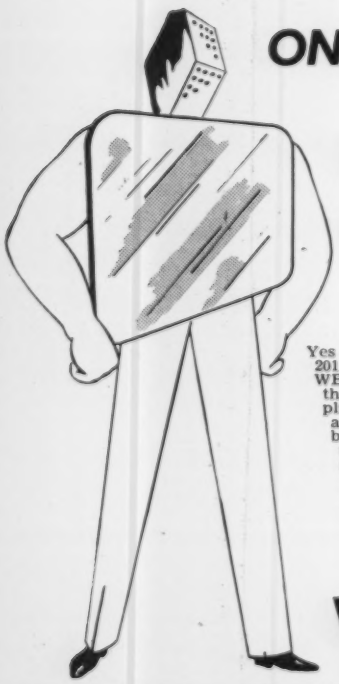
SHOW BUSINESS will hold its own against television, John H. Harris, international "chief boss" of Variety Clubs, told the 13th annual convention of the organization in San Francisco. Television is cutting into gate receipts today only because of its "novelty" attraction, Mr. Harris said.

He said television's great role is not so much substituting for other forms of entertainment, but bringing to people things they could not ordinarily see, either because of distance or capacity problems. "As long as people live close together in cities," he said, "they are going to go to theatres, football games and arenas where they can be close together."

Mr. Harris, one of the founders of Variety Clubs 21 years ago, owns theatres, a hockey club and ice show in Pittsburgh. More than 1,000 members of Variety Clubs from the U. S., Canada and Mexico attended the convention.

HOW OLD IS TV IN BUFFALO?

ONE YEAR!



How Big is TV in Buffalo?

it's a GIANT!

Yes — a giant from all angles. **Advertisers?** 201 local and national firms have used WBEN-TV. **Sets?** 22,368 are operating in the Buffalo Area. **Networks?** NBC Basic plus choice shows from ABC, DuMont, and CBS. **Local Programs?** 26 Buffalo-built shows each week, covering mystery, musical variety, barn dance, quizzes, Buffalo News-Reel, personalities, homemaking, talent search, news, all major sports. Time is available. Programs are ready. See your nearest Petry office. Wise advertisers are consistently using Buffalo's pioneer television station. There's room for more on Channel Four!

WBEN-TV

NBC BASIC • CHANNEL 4

WMAR-TV Success Ads

WMAR-TV Baltimore is using advertisements in the morning and evening Baltimore *Sunpapers* Saturdays and Mondays telling the story of successful advertising over the station. Copy features name of the advertiser, the agency placing the account and a testimonial by the advertiser regarding his account. WMAR-TV, affiliated in ownership with the *Sunpapers*, operates on Channel 2 (54-60 mc).

'MARKET MELODIES'

ABC-TV Show Begins May 24

ABC-TV has announced that its daytime shopping program, *Market Melodies*, will start on May 24, and will be telecast Tuesday through Friday, 2-4 p.m. and on Saturday, 10-12 noon.

Sponsors who have already contracted for participation on the programs, which will be viewed in cooperating Grand Union Super Markets in the greater New York Area, are: Brooklyn Union Gas Co., for Servel home appliances; Hills Bros., for Dromedary cake mixes; Stahl Meyer Inc., meat products; Taylor-Reed Corp., for Q-T cake frosting mix, and William Wise & Co., for cook books.

The program was produced by Model & Harbruck, New York, and is designed specifically for point-of-sale promotion in the stores.

ORDNANCE TV

Used To Handle Ammunition

TELEVISION is being used by the Army Ordnance Dept. in the storing, handling and disassembling of dangerous ammunition, Maj. Gen. James Kirk, chief of the Ordnance Field Service Division, has announced. This is one of the first times that television has been put to work industrially.

Heavy concrete barricades for the protection of personnel are used in all ammunition disassembly areas. The operators work behind these barricades, manipulating various tools by remote control to disassemble missiles. By using television, engineers are able to watch this manipulation from a safe distance. The camera is mounted inside the barricade and focused for a close-up of the work underway. It is possible for a single camera to transmit identical images to as many as 10 different viewers located at various points, Gen. Kirk said. A viewer may be as much as a mile away from the master viewer, which can be set up as far as 1,000 feet from the camera.

Ordnance is using the Remington Rand Vericon Television System. The system is in use at seven Ordnance ammunition plants and six more are under construction, Gen. Kirk stated.

FEATURE FILMS

433 Ready for TV, Says TOA

THEATRE Owners of America Inc., in a special bulletin, told its members of 433 feature films now made available for television and at the same time commended motion picture industry leaders who have thus far declined to make available to television pictures created for theatres.

The bulletin, signed by Gael Sullivan, executive director, also reported a recommendation of the TOA board that motion picture producers experiment with the use of specially made trailers for selling pictures through television.

It further reported a recommendation of the board that picture producers and distributors and National Screen Service and exhibitors investigate the possibility of trailers especially produced for television. These trailers would be rented by theatres which, in turn, would purchase time, for their showing on local TV outlets.

The theatre owner also was counseled to analyze TV in his own market and decide whether he should file an application with FCC for a television license.

RDTG CONTRACTS

WPIX (TV) Issue Stated

MAIN issue now before negotiators of Radio and Television Directors Guild and WPIX (TV) New York is whether the local or network pay scales should apply. RTDG is claiming the network scale, which carries $15 weekly higher salary, applies to WPIX's 11 directors and associate directors because of kinescoping of some WPIX airings. The issue may be decided at meetings to be scheduled early this week.

RTDG also is to decide at a meeting of its New York membership tonight (May 23) next step in its efforts to obtain a contract for NBC television directors. NBC has refused to recognize RTDG as a bargaining representative for the network's 38 television directors, associate directors and floor managers on the ground they are managerial personnel [BROADCASTING, May 16].

SPOT CHECK INC.

Opens Four Branches

SPOT CHECK Inc., New York television survey organization, announced last week the opening of offices in the following cities:— Boston, 42 Lexington St., East Boston; Cleveland, Hotel Statler; Houston, Galena Park; Beverly Hills, Calif. 9397 Wilshire Blvd.

Hardie Frieberg, president of Spot Check, also said the firm, which assists advertising agencies in checking pertinent facts about their video shows and commercial spots, will soon start television audience reaction surveys in the cities listed.

CHECKING TV script of *Crusade in Europe* against Gen. Eisenhower's book are Roy E. Larson (l), president of Time Inc., sponsor of the ABC-TV film series which started May 5, and Mark Woods, ABC president.

SCREEN DIRECTORS
Guild Plans TV Standards

SCREEN DIRECTORS Guild, New York, whose members primarily are active in documentary and commercial film making, is undertaking a study of its 120 members' status and practices in order to formulate standards which also will apply to television motion pictures. Announcement was made Tuesday, following a guild membership meeting, by Jack Glenn, president and a "March of Time" director.

"In our efforts to boost film standards in television," he said, "we hope to be instrumental in solving the enigma of high quality at low cost." He said guild members feel that the need for low budget television films can become a threat to the standards guild members have stood for. Therefore, the members are interested in cooperating in every way to find a solution which will keep standards high and budgets low.

Files for TV Station

APPLICATION for use of Channel 7 for a new television station serving Raleigh and Durham, N. C., areas was filed with FCC May 6 by Harold H. Thoms, owner of WHHT, 1 kw fulltime MBS outlet on 1590 kc at Durham. Site of the proposed new TV station is midway between Raleigh and Durham on Carpenter's Pond Road. The 327-ft. tower will be on an elevation giving it an overall height of 468 feet above average terrain, Mr. Thomas said. Equipment will be General Electric throughout.

Dealers Hear Bonfig

H. C. BONFIG, Zenith vice president and director of sales, was principal speaker at a meeting of 200 dealers in San Antonio. Panel of speakers at the session included J. R. Duncan, who will direct programming for WOAI-TV when the San Antonio station commences operation in the fall.

GALVIN PREDICTS
'Video Won't Kill Radio'

TELEVISION, "which doesn't spell the end of radio," will change the character of the industry "but certainly will not kill it," Paul V. Galvin, president of Motorola Inc., said at the firm's anniversary celebration in Quincy, Ill. Occasion marked the first year of operation of two Motorola plants there.

Mr. Galvin also predicted: "Automobile radios will continue to be popular, and we may expect to see auto TV sets visible to the driver gradually legislated against throughout the nation." The moral and social effects of video "can not be over-estimated." In time, no community "can afford to be without it." In concluding, he asserted that every farm in the Mississippi Valley will be able "to enjoy the medium within five to seven years. Present-day television receivers will not soon be obsoleted, nor is any radical change in the quality or prices to be expected." The public can, however, expect a steady improvement in value for every dollar invested in new models, he said.

KSL-TV PLANS
Prepares for June 1 Opening

INSTALLATION of KSL-TV Salt Lake City transmitter was completed earlier this month and final preparations are being made to run test patterns—with plans for June 1 opening, station has announced.

KLS-TV will begin operations with 2½ hours of evening telecasts as well as afternoon test patterns, with an expanded schedule to be effected by Sept. 1. Station has exclusive agreements with CBS, ABC and DuMont networks for release of their programs, and kinescope films of major networks shows will be flown to the city for release. There are approximately 4,200 TV receivers in Salt Lake Valley, according to KSL-TV

'Life' TV Articles

TWO television stations have been featured in articles in *Life* magazine recently. The May 2 issue carried a seven-page article on WICU (TV) Erie, Pa., and in the April 11 issue a story titled "Television, Texas Style" gave a pictorial review of WBAP-TV Fort Worth. Feature on WICU, the Erie *Dispatch* station, traces station's progress from the time a construction permit was granted until WICU went on the air April 1. Story on WBAP-TV covers station's gigantic productions, which have included pick-ups of "every rodeo, stock show and cutting-horse contest within range."

FORDHAM U. has announced its three Summer Institutes of Radio and TV, Journalism, and Theatre (July 5-Aug. 12) will be integrated through a common Symposium of Communication Arts. Symposium will be basic required course for all three summer seminars.

"Spell with Isbell"...

. . . is the old-fashioned spelling bee in a brand new dress. Conducted by Harold Isbell, veteran of 27 years in radio, the program is a fun-filled half hour of contestants' groans and contortions interspersed with Isbell's gags and banter.

"Spell with Isbell" features teams of Chicago people . . . teams which have included ushers vs. usherettes, doctors vs. nurses, pilots vs. stewardesses, secretaries vs. their bosses, bus drivers vs. courier nurses, salesmen vs. housewives, models vs. photographers . . . representing a vast variety of businesses and social levels . . . good reasons why "Spell with Isbell" has a large following.

Viewers at home play an important active part in the program . . . the best list of ten words each week receives a valuable prize . . . an added reason for viewer interest.

Add to this the fact that the program is amazingly low priced, and you'll see "Spell with Isbell" is a show worth including in your television plans.

DUMONT WGN-TV CBS
CHANNEL 9 · CHICAGO

THE LATEST WCKY STORY

THE JAMBOREE DOES IT AGAIN!

4,143,100 BABY CHICKS

Yes, **WCKY SOLD OVER FOUR MILLION BABY CHICKS**

From January 3 To April 29, 1949

FOR ONE ADVERTISER—

Black's Poultry Company of Columbia, S. C.

INVEST YOUR AD DOLLAR WCKY'S-LY

THE LATEST WCKY STORY

WOULD YOU LIKE TO KNOW ABOUT OUR JAMBOREE LISTENERS?

I THEY OWN CARS - - - - -	THE JAMBOREE HAS SOLD OVER 36,858 AUTO SEAT COVERS.
II THEY LIKE TO READ - - -	THE JAMBOREE HAS SOLD OVER 83,176 ASSORTED BOOKS.
III BUSINESS PROBLEMS INTEREST THEM- - - - - -	THE JAMBOREE HAS SOLD OVER 9,274 BUSINESS ENCYLOPEDIAS IN ONLY 13 WEEKS.
IV THEY HAVE GARDENS - -	THE JAMBOREE HAS SOLD OVER 22,980 PLANTS AND FRUIT TREES ORDERS.
V THEY LIKE TO SEW- - - -	THE JAMBOREE HAS SOLD OVER 14,234 SEWING KITS AND 53,513 ORDERS FOR QUILT PATCHES.

Call Collect Tom Welstead
53 E. 51st St.
New York City
Phone: Eldorado 5-1127
TWX: NY 1-1688

or

C. H. "Top" Topmiller
Cincinnati, Cherry 6565
TWX: CI 281

L. B. Wilson

WCKY

CINCINNATI

FIFTY THOUSAND WATTS OF SELLING POWER

Editorial

Prince or Pauper

SOME OF the more glamorous but less savory features of show-business as practiced in Hollywood are rubbing off on radio.

The newspaper headlines shout about $440,000 salaries for Arthur Godfrey, and $420,000 for Lowell Thomas. Don McNeill knocked off $180,000, and Paul Whiteman a neat $145,000.

All these figures are from the corporate notices filed by CBS and ABC with the Securities & Exchange Commission, as required by its regulations. It's just like the Hollywood superstratospheric figures, it seems.

But is it?

These reports do not say that Mr. Godfrey, for his cool 440 grand, paid off his staff, his orchestra, his talent, not to mention his income tax. He is the contractor for his organization, as are the Bennys, the Allens, the Amos 'n' Andys. Commentator Thomas, for example, draws his 420 grand as "gross," which covers his staff, his wire-line charges when he's on tour, reporting, which is most of the time.

Contrast these reports with the release a few weeks ago of the Bureau of Labor Statistics, Dept. of Labor. It bemoaned extensive unemployment among singers and actors in radio, based largely upon AFRA research. It talked about paltry average pay. It was designed to make radio appear the Shylock of show business.

Now the SEC reports, at least as reflected in clipped sentences of the news report, scream the other extreme.

Somewhere between the two you'll get the answer. And we confidently predict that it will show that radio, from page boy to president, pays better than any other pursuit.

NAB Survival

SWEETNESS and light is losing ground to dark shadows. Those who misjudge the signs all along radio's perimeter are kidding themselves.

There's unhappiness and fear. Unhappiness breeds swiftly. Fear is deadly. The radio experience has been that when these elements are present a whipping boy must be found. The NAB is now, as always, the main target And with some justification.

It's the old story of whose ox is gored. Broadcasters in non-TV markets fear the dislocations that will follow in the wake of video. Those in TV want nothing in their path.

And it's when the pocketbook is hit or threatened that dissension sets in. Talk of cut-backs in network evening rates to compensate for losses in AM ratings to television is the latest bombshell to explode in affiliates' ranks. It is the stock-in-trade of advertisers to beat down rates. And it is up to media to justify them.

Actually, nothing yet has happened industry-wide to cause a coast-to-coast wave of unrest. There has been localized levelling off. Many newer stations are finding the going tough. And some business is harder to get. But overall radio business is keeping pace.

Business-wise, there's nothing in the current situation that sales ingenuity and programming resourcefulness can't correct. The newspapers and magazines have accomplished it with less to talk about. Their competitive problem, with the introduction of television, is ten times as vexatious as that which confronts radio. TV is a selling and demonstrating medium, and even at this early date it is getting the bulk of its income from sources heretofore untapped by radio. It's *new* money for radio (and that embraces TV).

As for the NAB, the pendulum swings again. Several years ago, the charge was that the networks dominated the association. So, three years ago, the networks found themselves acquiescing to associate membership, with no automatic representation on the board of directors.

Now the charge, from older stations, is that the NAB is "dominated" by non-network stations and by the overwhelming majority voice of the newcomers, many of whom are pleading for succor.

We think a mistake was made at Chicago last month when the board failed to follow through on a functional reorganization—a project that had been in the works for months. Defections from the NAB are not without some valid reason. Steps must be taken to restore confidence and hold the membership of old-line stations, who by virtue of high income, have always carried a major portion of the load.

The alternative is an inevitable move toward a new trade association. Such a move doesn't get underway overnight. It gathers momentum. Telecasters generally are dissatified with the NAB. They could be expected, for the most part, to throw their weight behind a revitalized Television Broadcasters Assn., particularly if it entices FCC Chairman Wayne Coy to take the helm.

It would be calamitous to have more than one trade association. The wise course is to remodel the NAB. The answer could be through its separation into units—AM, FM and TV; affiliated and non-affiliated. Then let each unit pay its own way, with a portion of the dues to go to the general administrative operation.

What the old-liners want is a healthy cut in their dues and a corresponding cut in NAB plush activities.

In less than two months the newly constituted NAB board meets again. No board since the reorganization of 1938 has faced a more arduous task. It is a task of survival.

Borsch TV Circuit

NOW COMES the voice of the Kremlin with the claim that television was invented by a Russian. This follows the claim that radio was the brain-child of Soviet inventive genuis; that a Ruskie Joe Doakes did the telephone job, and that borcht-zuppers invented everything save the hot-dog.

If, by a Russian, the Kremlin means Zworkyin, or that Sarnoff's foresight was responsible for its economic evolution, or that Goldmark had something to do with electronic color, we would understand. But these eminent Americans, who had their antecedents in the Old World, were wise enough to leave for the Land of Opportunity, where they could give rein to their genuis.

These Kremlin connivers also seem to have overlooked such names as Farnsworth, the young inventor who put together an electronic TV system in the 'Twenties, and DuMont, who was the genius behind the cathode ray tube—the heart of modern TV.

Oh, yes. The name of this Russian inventor is Boris Rosing. Could it be that Stalin's prevaricators are looking at TV through Rosing colored glasses?

Our Respects To —

VICTOR JOHN ANDREW

BROADCASTERS know Dr. Victor J. Andrew as the manufacturer of a quality line of antenna equipment and the author of numerous articles on the economics of broadcasting. But the military knows him as builder of "bicycle pumps" for warplanes.

Before the war, it was common practice to blow moisture out of coaxial cables by compressed nitrogen. The AAF expected to use this method to keep radar compartments dry. But there arose the problem of handling those bulky nitrogen cylinders—and there was the ever-present weight factor, too.

Dr. Andrew had the answer. Taking an ordinary tire pump, he housed its barrel in a chamber of slica-gel. Passing the air through this chamber guaranteed that the output would be entirely dry.

When America's armada of fighters set out to polish off the Japs, the radar set underneath the wing of each plane had been pressurized by an Andrew dry-air pump—so had the radar guided missiles, used in the final stages of the war. By V-J Day, the Andrew Corp. had produced about 20,000 units.

This impromptu invention typifies the resourcefulness of Victor John Andrew, six-foot-three, 225-pound giant-of-a-man, who has been an "improvisor" since his high school days in Wooster, Ohio. Born on a farm in nearby Medina County, Aug. 31, 1902, he set up "shop" as a teen-ager in the back seat of his car and set forth as Wooster's first mobile radio serviceman. He was a ham operator at 15, and during his undergraduate days at Wooster College, worked on radio wave propagation in association with the U.S. Naval Lab at Washington. Graduating with a Bachelor of Science degree in 1926, he became a junior engineer at the U.S. Signal Corps Lab at Ft. Monmouth, N. J.

On June 13 Wooster College will honor Dr. Andrew with a Doctor of Science degree—to be awarded "on the basis of his scientific attainments."

Resolved to learn radio engineering via the scientific, or pure, approach, he entered the U. of Chicago 18 months later, headed for a master's degree in physics. His thesis on radio wave propagation so impressed Westinghouse engineers that they offered him a job at the firm's radio transmitter plant at Chicopee Falls, Mass. A year later, the Dept. of Commerce selected him to head up its development program for frequency measuring equipment at Grand Island, Neb.

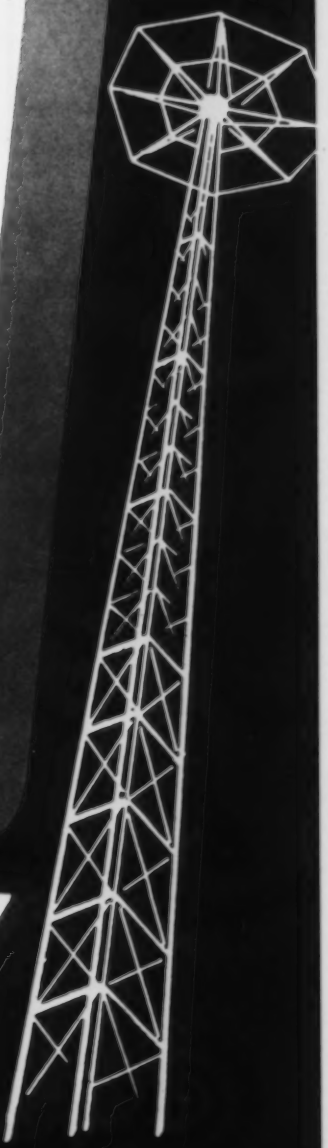
Shooting for a doctor's degree, Mr. Andrew returned to the U. of Chicago in 1930 and branched into X-ray theory and the study of cosmic rays. He was one of 13 scientists who

(Continued on page 63)

OHIO STATE UNIVERSITY'S
19th Institute for Education by Radio
SPECIAL AWARD
to WOV
for
"THE MAN NEXT DOOR"

"A pioneering effort . . . an authoritative and intensely human series of programs which build up the democratic tradition and fight prejudice and discrimination."

WOV is honored to receive this distinguished award from one of America's great institutions of learning. It is appropriate for us to rededicate ourselves to a further and continuing effort toward our basic policy of radio broadcasting that in serving the public interest we best serve listeners and sponsors alike.



Originators of *Audited Audiences*

WOV
NEW YORK

RALPH N. WEIL, Gen. Mgr. · The Bolling Company, National Representatives

WNHC-TV ADDS ABC

Affiliations Total 34

WNHC-TV New Haven has signed an affiliation agreement with ABC-TV, bringing to 34 stations, 24 of which are on the air, the network's current total of affiliates, including owned and operated stations.

Station, owned by the Elm City Broadcasting Corp., is managed by James T. Milne and operates on Channel 6. WNHC-TV is also affiliated with DuMont, CBS and NBC.

Navy Games on TV

THE Baltimore *Sunpapers* (WMAR-TV) have acquired local and network television rights to three U. S. Naval Academy 1949 football games. Games the *Sunpapers'* station will telecast include: Princeton, at Baltimore Stadium Oct. 1; Duke, at Annapolis Oct. 8, and Columbia, at Annapolis Nov. 12.

Plan TV Forum

EDWIN S. SEVERSON, chairman of the public relations and sales promotion committee of the retail council of Philadelphia Chamber of Commerce, has announced a television forum will be held at the Bellevue-Stratford during the week of Oct. 10. Purpose of the forum is to discuss the effects of the rapidly growing industry on the country's economy.

NO GUSH,
NO MUSH,
NO BLOOD,
NO THUNDER,
NO COMMENTATORS,
NO ANALYSTS

BUT LOTS OF
GOOD
MUSIC!
and lots of
GOOD
HOOPERS

Ask Jack Koste in New York,
or Jack Mulholland in Chicago

KITE
SAN ANTONIO

1000 Watts at
930 on Any Dial

represented nationally by
INDEPENDENT METROPOLITAN SALES

DAVID SUTTON (l), CBS-TV sales manager, congratulates two CBS-TV account executives on their recent promotions. George Arkedis (r) becomes western sales manager and Kingsley Horton (center) assistant general sales manager for the television network. [BROADCASTING, May 16].

HOW AGENCY BUILDS A TV SHOW

Should Be Right From the Start—Nelson

TELEVISION shows ought to be right from the start. Mistakes should not be corrected "on the fifth or ten performance." That is the view of George R. Nelson, head of George R. Nelson Inc., Schenectady, N. Y. The agency's approach to the problem of producing TV programs has attracted the attention of industry leaders.

"Simple little shows of the type we're using could admittedly be done without a tremendous amount of rehearsal," said Mr. Nelson. "We have chosen to do it the hard way. We want every camera shot, every light trick, every bit of audio pickup to be as nearly perfect as possible."

Mr. Nelson was referring specifically to a program his agency developed for one of its clients, the Mohawk Carpet Mills, Amsterdam, N. Y., on a 52-week basis. The Monday-through-Friday series (7:30-7:45 p.m., EDT), launched May 2, is telecast on the NBC eastern TV network.

Coaxial cable to the Middle West was not available at 7:30 p.m., but Mr. Nelson said his agency plans to kinescope for "many additional stations" until the cable does become available in the fall. "Effective Sept. 12," Mr. Nelson added, "we pick up the entire inter-connected network, plus several additions, both by cable and kinescope."

Program features Morton Downey, in his first regular TV series, Mondays, Wednesdays and Fridays and Roberta Quinlan and guest stars on Tuesdays and Thursdays.

Commercial treatment on the show is somewhat unusual, according to Mr. Nelson. An attempt is made to "actually demonstrate and sell the product—carpets and rugs." And Mr. Nelson said his agency, after considerable experimentation, succeeded in "showing carpets and rugs pretty clearly."

The carpets and rugs are shown "live," because the Nelson agency believes that jumping from live to film to live is not good television "if it can be avoided."

Explains Preparation

Elaborating on how meticulously his agency goes about the preparation of even the "simple little shows," Mr. Nelson said:

". . . we have gathered a number of television 'pioneers' who actually have spent weeks putting the shows together and cleaning them up. Among these folks are Ed Flynn and myself of this agency [George R. Nelson Inc.]. We've been working with television on an almost daily basis since 1937. Ditto [for] Bob Cragin who is our chief writer.

"From Syracuse we brought in Paul Adanti in an advisory capacity. . . . He grew up with the old WRGB outfit in Schenectady, has handled every phase of television work—cameras, lights, direction, sound, complete engineering and production gamut. He built and manages WHEN-TV in Syracuse.

"In an advisory capacity, too, we use Douglas McMullen [formerly employed by Mr. Nelson, now with the Army Film Section, New York, and winner of an 'Oscar' award for his Army documentary]. . . .

"Directing the shows for NBC is the man of our choice, Clark Jones, who grew up at WRGB . . . then went to WPIX (TV) in New York and was recently taken over by NBC.

"Advising us on camera work, too, is our associate, George Burns, . . . official photographer for the *Saturday Evening Post*, *Holiday*, *Cosmopolitan* and a string of other magazines . . . top photographer for General Electric, American Locomotive Co., and . . . others."

And, finally, said Mr. Nelson, "many others have been recruited to aid in this television series. After putting the shows together we gave them the usual dry runs, camera rehearsals, dresses, and then kinescoped both the Downey and Quinlan shows. We used the original kinescopes for critical review purposes, ripped them apart and started all over again."

Derby Telecast

WAVE-TV Louisville estimates that approximately 140,000 persons viewed its telecast of the Kentucky Derby May 7. The Louisville Sears, Roebuck store had a crowd of 3,000 viewers, "many of whom waited in the store four and a half hours before post time to get a good seat at a TV set," WAVE-TV reported. Telecast was sponsored by Gillette Safety Razor Co. WAVE-TV used two cameras and a Zoomar lens. The race was called by Joe Palmer, with local color and commentary by Bernie Bracher, WAVE-TV sports director.

A CHICKEN IN EVERY POT!
WHAT STATION CAN DO IT?

➤ *See Centerspread This Issue* ➤

ON THE AIR EVERYWHERE 24 HOURS A DAY

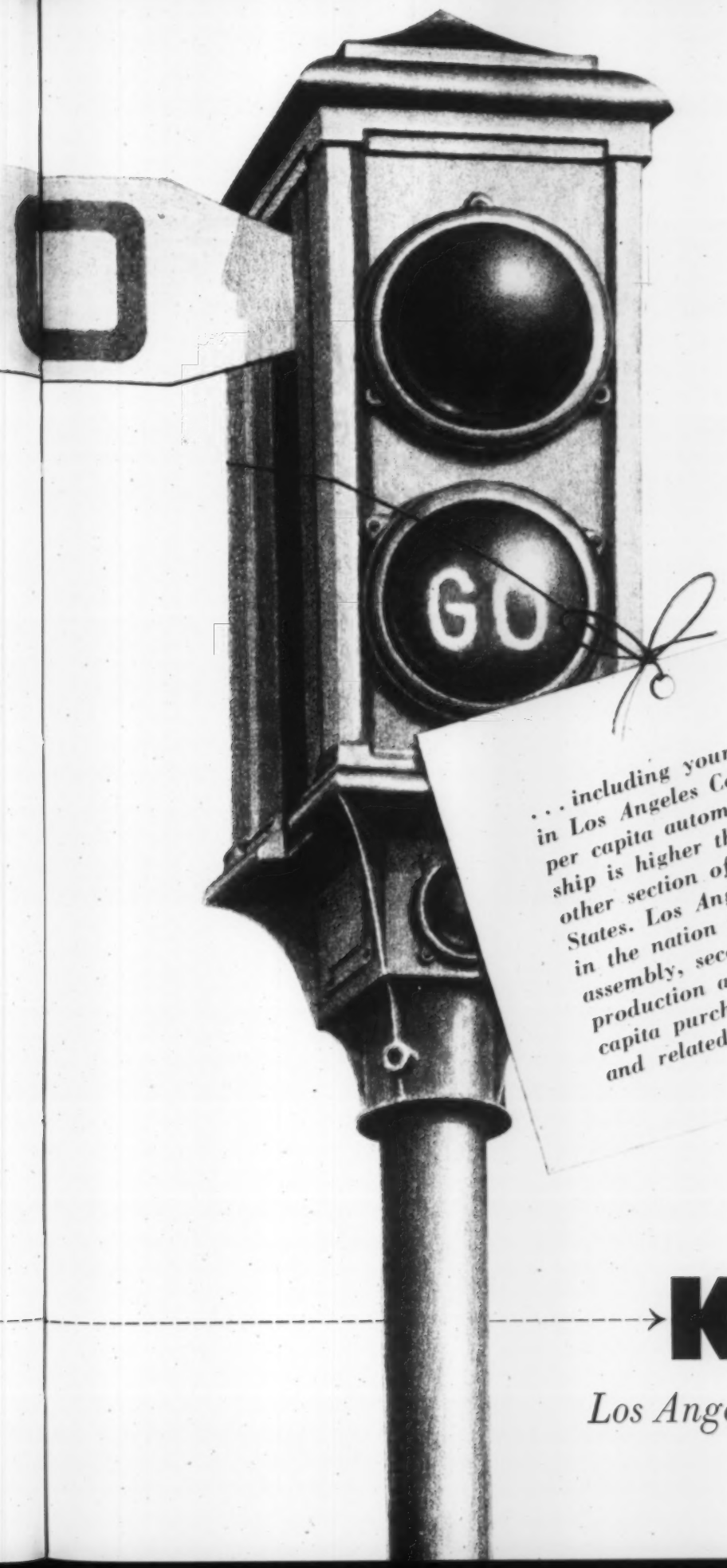
L. B. Wilson

WCKY
CINCINNATI

50,000 WATTS OF SELLING POWER

BMI
BROADCAST MUSIC, INC.
580 FIFTH AVE., NEW YORK 19, N. Y.
NEW YORK • CHICAGO • HOLLYWOOD
AM
FM
TV
SINCE 1940

...over five million
people listen
to one station
every week



. . . including your customers in Los Angeles County, where per capita automobile ownership is higher than in any other section of the United States. Los Angeles is second in the nation in automobile assembly, second in tire production and first in per capita purchase of gasoline and related products.

KNX

Los Angeles • 50,000 Watts

COLUMBIA OWNED

Represented by RADIO SALES

For Local News, It's WHBF 2 to 1!

Quad-Cities' "POP"-ulation

Quad-City folks perk up and listen when WHBF local news comes on the air. Twice as many sets are usually tuned to WHBF local news as to the programs on the next leading station (see Hooper figures below).

Facts About the QUAD-CITIES

Rock Island, Ill.
Moline, Ill.
E. Moline, Ill.
Davenport, Ia.

- Over 230,000 metropolitan population*
- Largest population market in Illinois and Iowa, outside Chicago
- Retail sales exceed $252 million annually*
- Family income tops $5,650 per year*
- In the heart of the rich corn belt

*Sales Management estimates for 1948.

Latest Quad-City HOOPER

(Share of audience)

	WHBF Local News	Station "B"
8:00 AM	17.3	6.0
9:30 AM	14.0	7.4
12:00 PM	16.1	8.0
3:30 PM	9.4	10.1
6:00 PM	10.0	11.6
10:00 PM	17.3	9.7

WHBF maintains a news staff of six full-time reporters and thirty regional correspondents. Their full news coverage and accurate on-the-toes reporting counts for listener confidence, concentration and *influence* that pays off to WHBF advertisers.

WHBF
AM-FM
BASIC ABC

Les Johnson, V. P. and Gen. Mgr.
Affiliate of Rock Island Argus

Avery-Knodel, Inc.
Radio Station Representatives

GAG RULE

Maryland Court Decision Seen Within Month

DECISION of the Maryland Court of Appeals on the validity of the Baltimore Gag rule, under which broadcasters and newspapers are forbidden to carry news about an arrested criminal prior to conviction, is expected within a month. Hearing on the contempt convictions of three Baltimore stations and a newscaster was heard Wednesday and Thursday at Annapolis, Md.

The six-judge appellate court heard argument by the state that the gag rule is valid under the Maryland Constitution. The defendant stations claimed it was unconstitutional censorship and a blow at free speech. They argued the Baltimore Criminal Court in adopting the gag rule was following the outdated "reasonable tendency" rule in contempt cases.

In its argument, the state attempted to justify the "reasonable tendency" rule, rejected by the U. S. Supreme Court, by applying to it the philosophy of the "clear and present danger" contempt doctrine now in almost universal use by U. S. courts.

For the stations it was argued that impartial trials can only be found in nations with a free press. The state contended the printing and broadcasting of news about defendants prevents a fair and impartial jury trial.

Defendants in the case are WFBR Baltimore; WCBM Baltimore; WITH Baltimore and James P. Connelly, newscaster. All stand convicted in lower court on contempt charges. Should the Maryland appellate court rule against stations, they will carry the fight to the U. S. Supreme Court because of its basic threats to all freedom of speech.

NAB participated in the case as a friend of the court, as did American Newspaper Publishers Assn., Junior Bar Assn. of Baltimore City, Bar Assn. of Baltimore City, American Society of Newspaper Editors, American Civil Liberties Union and A. S. Abell Co. (Sunpapers).

The NAB brief included a comment refuting a claim by ASNE that newspapers are entitled to greater freedom of speech than broadcasters. Submitting NAB's brief was Don Petty, general counsel [BROADCASTING, May 16].

Three questions remain to be answered by the appellate court: Is the gag (Rule 904) authorized by the State Constitution?; does the case come within Rule 904 or under inherent power of the court (not clear in lower court's decision)?; did the facts constitute clear and present danger to the administration of justice in alleging inability of the arrested person to have an impartial jury trial?

The court asked frequent questions centering on the extent of the state's proof that the broadcasts actually interfered with the administration of justice.

A fourth Baltimore station, WBAL, also stands convicted under the contempt procedure but obtained separate hearings in the lower court. Its appeal will be heard soon. WSID Essex, suburban Baltimore station, was freed of contempt charges by the lower court on the grounds proof was not shown that its newscasts had been heard in the city.

PROFESSOR, FULTON LEWIS LOCK HORNS

Commentator Parries 'Indiscretion' With 'Irresponsibility'

GIRAUD CHESTER's article pointing to "occasional indiscretions" by radio commentators and which analyzes some broadcasts and campaigns of Fulton Lewis Jr. in a not too favorable light, evoked this fiery counter-question from the MBS commentator: "What constitutes irresponsibility in print?"

Mr. Chester, former assistant professor of speech at Cornell U., expressed his views in an article, "What Constitutes Irresponsibility on the Air?" in the current issue of Princeton U.'s *Public Opinion Quarterly*. Mr. Lewis, referring to the publication and article, said: "It evidently had taken Mr. Chester a long time to find a magazine willing to print such tripe."

The article suggests that "a lesser commentator who indulged in Lewis' free-wheeling and free-hitting style of broadcasts would have difficulty remaining on the air." Mr. Chester concedes that some inaccuracies will creep into a commentator's work and that "to limit the radio analyst to proven facts and matter-of-fact statements would be to dispense with many of his virtues as well as his vices." He further asserts:

"It is only when opportunities for fair correction are denied, a legitimate retraction is refused, or there is persistence in error, emotionalism, or unfairness that his disservices to society become egregious."

Mr. Lewis' statement follows:

Giraud Chester came to my office about two years ago representing that he had a commission from a national magazine to do a story concerning my activities.

The editor of that national magazine told me recently that Chester had no such commission and that later when the article was submitted to him, he rejected it because it was shot with "inaccuracies and mis-statements."

It evidently has taken Mr. Chester a long time to find a magazine willing to print such tripe and so it comes to rest in the "Public Opinion Quarterly" of Princeton University, whose journalistic standards obviously differ from those of most publications.

For instance, the fly leaf of this magazine carries the extraordinary disclaimer that "statements of FACT and opinion are made on the responsibility of the author alone and do not imply an opinion on the part of the magazine."

So, may I ask, "What constitutes irresponsibility in print?"

A 125,000 SQ. MILE BLANKET!

The most powerful FM installation in the world recently completed on Red Mountain near Birmingham, Alabama for Station WBRC-FM brings static-free entertainment to residents in a transmission radius of 200 miles.

Important to this installation is the 450 ft. Blaw-Knox type N-28 heavy-duty tower supporting the 8-section Pylon FM antenna. Sturdy, safe and backed by the many years of Blaw-Knox design and engineering in the radio field, it will enable this great new FM Voice of the South to utilize the full capacity of its modern facilities.

BLAW-KNOX DIVISION of Blaw-Knox Company
2038 Farmers Bank Building, Pittsburgh 22, Pa.

BLAW-KNOX

Distributed by GraybaR

BLAW-KNOX
ANTENNA TOWERS

Radio's Future

(Continued from page 23)

to two holdover ones, include R. E. Carlson, vice president, Tung-Sol Lamp Works; W. J. Barkley, executive vice president, Collins Radio Co., and Mr. Liberman. Mr. Balcom was chosen chairman of the tube division. Other division chairmen: Transmitter, T A. Smith, RCA Victor; amplifier and sound equipment, A. G. Schifino, Stromberg-Carlson.

The four-day Parts Show and RMA silver anniversary celebration was highlighted with a banquet in the Stevens Hotel grand ballroom Thursday evening. Mr. Muter, chairman of the convention committee, presented the guest speaker, Col. Herbert H. Frost of Washington, D. C., first president of the RMA.

Col. Frost, terming the anniversary as proof "of the solid foundation and flexible structure," outlined fallacious predictions made during the early years of radio. These were prompted by the "frequent statement that TV will put radio into the museum." He sees television as "additional means for the dissemination of education, entertainment, information and public services."

The predictions which failed—: Radio will never be profitable, and must be subsidized by the manufacturers, stage and movie attendance will drop 50%, phonograph and recording businesses will fail, federal control of broadcasting will become a tool of Washington politicians.

After the dinner, Walter O'Keefe, NBC comedy star, acted as master of ceremonies, introducing the Dorben Dancers, Comedian Gil Lamb, Lew Breese and his orchestra and variety acts.

Major business during the convention was appropriation of $15,000 by the board Wednesday for promotion of National Radio Week and the 29th birthday of radio broadcasting Oct. 30 to Nov. 5. Money will be used for dealer promotion and joint sponsorship of the Voice of Democracy contest with the NAB and the U. S. Junior Chamber of Commerce.

The board approved collection and release of TV statistical information every three months on the number of receivers shipped by manufacturers to each TV market. Data will be supplied for an expected 49 areas, according to G. M. Gardner, chairman of the set division executive committee.

RMA statistics on TV receiver production will be revised to provide more comprehensive data on the types of sets manufactured, especially on those with AM facilities.

President Balcom will appoint a committee to work on the Town Meetings of radio technicians, six of which were sponsored by the RMA during the past 18 months. The board, which voted to continue the sessions, has proposed that the committee prepare 19 one-minute films explaining the operation and care of video receivers for use on TV stations.

Keynote by Capehart

Sen. Homer E. Capehart (R-Ind.) keynoted the membership luncheon Thursday by asserting that government—and its mismanagement—is the biggest problem confronting radio and television manufacturers, and Americans in general.

Recognizing that "no other industry has done as much for the welfare and happiness of the American people," Sen. Capehart nevertheless charged that individuals in the industry are "doing nothing about maintaining our form of government. It, and not the plants or the money, is your greatest asset."

Saying that "the weight of our so-called economy will drive us down," Sen. Capehart deplored the dependency of people on the federal government and the size of the national debt. He said his reason for entering politics was to save private enterprise.

"Petrillo is running the broadcasting industry, and eight to ten labor leaders are running yours. And, as a result of the TV freeze, your government is bleeding tens of thousands of Americans out of jobs."

In conclusion, he said that manufacturers "can build a bigger and better industry only as individuals in it pay attention to and guard the form of government which makes it possible for this to be the greatest nation."

Topping the convention greetings from prominent officials was that of President Truman, who wrote President Balcom that radio manufacturing "has become one of our foremost industries both in war and peace. Its contribution toward the winning of World War II, through the production of $10.7 billion worth of electronic and communications equipment, was outstanding.

"Long before the last war, radio had become an integral part of our daily life in America, and today television seems likely to repeat radio's performance.

"The radio and television industry is a potent force also in our free enterprise economy, providing employment to thousands of technicians, both in factories and in the service trades, and to many more thousands in the retail and wholesale trades."

President Balcom predicted there will be 6,000,000 television receivers in operation by 1951, in submitting his report to the RMA membership. Two million or more TV sets will be produced this year, he forecast, on top of 1,200,000 previously turned out (a million of them in 1948).

Mr. Balcom said he disagrees with the oft-heard theory that "radio is doomed," referring to the recent drop in radio set output.

"Rather, I feel confident that even with an assured and tremendous increase in television in the near future," he said, "radio will continue to provide a service for home entertainment indefinitely, especially so in the areas which, for technical and other reasons, cannot be reached by television in the near future."

RMA's president thanked FCC Chairman Wayne Coy for his "clarification of the issues involved in the proposed expansion of television broadcasting and his assurances to the public that TV service on the present VHF channels will not be disturbed and that consequently television receivers bought today will continue to give good service for many years to come.

"We recognize that extension of television service on a national basis to provide a maximum of service, impossible in the present limited lower frequencies, is necessary and we hope it will come in the very near future. However, neither transmitters, tubes nor receivers for the future UHF, or ultra-high frequency bands, in which the normal future extension of television service will appear, are now much beyond the laboratory and experimental stage and not probable for wide commercial or public application for at least several years."

Ready for Future

The manufacturing industry will prepare for future changes and not cause deliberate obsolescence, he said.

FM receiver output has increased rapidly, according to Mr. Balcom, "for this new and better type of broadcasting reception." He declared FM has been "out-paced in public acceptance by television, but the future possibilities of FM, enhanced by the public acquaintance of television in which it is now largely used, offer large possibilities but, it is recognized, with difficult problems for our associates in FM broadcasting.

"There have been substantial price reductions recently both for FM and television receivers, to the benefit of the public and its increasing enjoyment of these two new public services."

Mr. Balcom said manufacturers

WBNS SPOTLIGHT
First Award—
19TH INSTITUTE FOR EDUCATION BY RADIO
Again WBNS gains another "First." This time for its holiday production of "Santa Claus Land" written and produced by Park Blanton and Chet Long. It was cited as being an original and effective approach to the idea of Santa and his elves in Toyland. A production that was so different and typical of WBNS that it won the award "hands down."
52% OF COLUMBUS FOLKS OWN THEIR HOMES
When families move to Columbus they come to stay. They enjoy the city with its metropolitan hustle and closeby rural area. 163,550 of these families are loyal WBNS listeners. Their buying power has proved again and again that WBNS time pays dividends.
ON WBNS SINCE '41
HANNA Paint
A recent survey shows that Hanna Paint is the first choice in the WBNS listening area. Consistent announcements on this station have helped put this company in its top position.
COVERS CENTRAL OHIO
IN COLUMBUS IT'S
WBNS
POWER 5000 D•1000•N CBS
ASK JOHN BLAIR

are prepared to meet military needs, though orders are far below predictions. Release of military contracts is expected to increase considerably, he said, as a result of larger appropriations.

The Radio-in-Every-Room campaign of RMA has produced excellent results, according to Mr. Balcom, along with other promotion and public relations projects. The Town Meetings for servicemen have been beneficial, he said, in training servicemen.

The National Radio Week and Voice of Democracy contests conducted in cooperation with NAB have been "outstanding in public interest as well as sales promotion for manufacturers, jobbers and dealers," he said.

Plans to observe National Radio Week with all industry segments participating, were reviewed by the RMA Advertising Committee. Presiding at the committee meeting, held Tuesday, was Chairman Stanley H. Manson, Stromberg-Carlson Co. The Office of Education participates in the observance. Date is still tentative.

The committee went over results of the Voice of Democracy contest, which last year drew 200,000 entries in 2,000 communities. Expanded observance is planned this year.

National Radio Week activities of RMA are directed by W. B. McGill, advertising director of Westinghouse Radio Stations Inc. and chairman of the RMA-NAB Radio Week Committee in 1948.

Production of component parts should make the year one of the most profitable for parts manufacturers, though production of radio sets is declining as TV expands, according to Chairman A. D. Plamondon Jr., Indiana Steel Products Co., chairman of the RMA parts division. The average TV set uses 10 times as many components as the average radio and its price in 1948 was six times as much, he said, predicting TV output of 2,000,000 or more sets in 1949.

Sales of TV sets by manufacturers represent well over half the set industry's total income, and with some producers the dollar return ratio of TV and radio sets is 10 to 1, according to G. M. Gardner, Wells-Gardner & Co., chairman of the RMA Set Division.

Mr. Gardner said television development "into the fastest-growing American industry, with an incalculable future, has been the overall problem of the entire industry." He said it has "vitally affected" his industry as well as broadcasting, advertising, motion picture, newspaper, book publishing and other industries.

Reviewing overall business, the RMA Credit Committee reported eight radio set and component manufacturers had failed during the 10-month period ended March 31, in each case attributed to internal weaknesses, according to W. W. Paul, Radio Condenser Co., committee chairman.

RMA exports of radio sets are hampered by shortage of American dollars in foreign markets, leading to increasing development of local set assembly industries, according to James E. Burke, Stewart-Warner Corp., chairman of the RMA Export Committee. Set exports dropped from 1,520,818 units valued at $53,537,000 in 1947 to 710,490 valued at $28,132,000 in 1948. He noted a trend toward industrialization in many countries, leading to embargoes on U. S. sets.

The Parts Show, of which the RMA is a section, attracted 4,000 persons, all termed highly price-conscious by conventioneers.

Television, the "glamour girl" of the 234-booth display, netted interest out of proportion to its present role in the parts field. Major attention centered on unofficial exhibits of large-screen, low-priced video receivers shown by four manufacturers.

Most of those attending, however, represented the jobbing or distributing element, and were followed in volume by sales representatives.

NAB Agenda

(Continued from page 28)

procedure can be set in motion.

If even-numbered district directors decide to hold mail elections, NAB must be notified by Jan. 1 since the by-laws require that elections must be held at least 30 days prior to the convention.

The first of the summer committee meetings will be that of the AWB group, slated June 3 in Washington. Chairman of the committee is Katherine Fox, WLW Cincinnati.

Judge Miller has not completed appointment of members for the other committees other than to name John J. Gillin Jr., chairman of the Sales Managers Executive Committee so he could join the BAB Policy Committee as an automatic member at the group's May 11 meeting.

The complete schedule of district meetings follows:

Sept. 8-9, Dist. 7, Terrace Plaza, Cincinnati.
Sept. 15-16, Dist. 9, The Northernaire, Three Lakes, Wis.
Sept. 19-20, Dist. 11, Raddisson, Minneapolis.
Sept. 26-27, Dist. 10, Savery, Des Moines.
Sept. 29-30, Dist. 12, Allis, Wichita, Kan.
Oct. 3-4, Dist. 13, Adolphus, Dallas.
Oct. 6-7, Dist. 6, Peabody, Memphis.
Oct. 13-14, Dist. 5, Roosevelt, Jacksonville, Fla.
Oct. 17-18, Dist. 4, Carolina Inn, Pinehurst, N. C.
Oct. 25-26, Dist. 3, Skytop Lodge, Skytop, Pa.
Oct. 27-28, Dist. 2, Berkeley-Cartret, Asbury Park, N. J.
Oct. 31-Nov. 1, Dist. 1, Somerset, Boston.
Nov. 21-22, Dist. 8, Book Cadillac, Detroit.
Nov. 28-29, Dist. 16, Paradise Inn, Phoenix.
Dec. 5-6, Dist. 14, Utah, Salt Lake City.
Dec. 12-13, Dist. 17, Benson, Portland, Ore.
Dec. 19-20, Dist. 15, Mark Hopkins, San Francisco.

AMERICAN Medical Assn. has invited RCA to demonstrate two working models of electron telescope and techniques of electron microscopy at society's annual convention in Atlantic City, June 6-10.

Folks rave about Rio!
. . . but you should hear how sponsors praise WSIX and the Nashville market area . . . The best proof is the way they use WSIX year in and year out to reach this rich sales territory . . . WSIX's 60 BMB counties more than cover the Nashville retail trade area where 1,321,400 people* pile up a total of $65-1,888,000* in retail sales each year . . . Check it any way you like, but for steady sales results it's WSIX!
* projected from Sales Management, May, 1948
WSIX
The Voice of Tennessee's Capital City
NASHVILLE TENNESSEE
BETTER BUY WSIX
ABC AFFILIATE • 5000 W • 980 KC
and WSIX-FM • 71,000 W • 97.5 MC
National Representative: THE KATZ AGENCY, INC.
WSIX gives you all three: MARKET, COVERAGE, ECONOMY

KTBS IS HOST

To NBC Executives Meeting

RADIO executives in the NBC Southcentral and Southwestern Divisions participated in a meeting with station and network representatives at Shreveport, La., May 14-15, with Cecil K. Beaver, KTBS Shreveport general manager, as host. The group participated in dedication ceremonies for new facilities (710 kc 5 kw N 10 kw D).

The two-day series of meetings included topics of common interest to stations and the network, along with discussion of TV's impact on affiliates and the status of relations with NAB (see story page 23). Meetings were held at the Washington-Youree Hotel. KTBS was host at a luncheon as well as later reception and dinner held at the home of George Wray Sr., KTBS Inc. board chairman.

Those attending included:

G. E. Zimmerman, KARK Little Rock; Martin Campbell, WFAA Dallas; Hugh Halff, WOAI San Antonio; Jack Harris, KPRC Houston; William B. Way, KVOO Tulsa; P. A. Sugg, WKY Oklahoma City; A. Earl Cullum Jr., Dallas; W. M. Witty, Dallas; Paul Spearman, Spearman & Roberson, attorneys; Roy Bacus, WBAP Fort Worth; Ralph Nimmons, WFAA; Jack Keasler, WOAI; Jack McGrew, KPRC; Harold Wheelahan, WSMB New Orleans; Edward Petry, H. I. Christal, Buell Herman, Charles Grisham, and James Thompson, Edward Petry Co.; Sheldon Hickox, NBC; Sol Taishoff, BROADCASTING; Roy Dabadie, WJBO Baton Rouge. Among KTBS officials present were Messrs. Wray and Beaver; Allen D. Morris, president; P. E. Furlow and E. Newton Wray, vice-presidents.

SNAPPED just after getting off plane to attend dedication of new KTBS Shreveport, La., facilities are (l to r): A. Earl Cullum Jr., consulting radio engineer, and W. M. Witty, broadcast facilities consultant, who handled new KTBS installation; Henry I. Christal, Edward Petry & Co.; and Sheldon B. Hickox Jr., manager, NBC station relations. **(Also see picture, page 24.)**

AM PROPOSALS

FCC Acts on Norman, Orange, KSTT Bids

PROPOSED decisions were announced by FCC early last week looking toward:

Grant of Cleveland County Broadcasting Co. application for new AM station at Norman, Okla., on 1400 kc with 250 w fulltime.

Grant of new station application of James Madison Broadcasting Corp., Orange, Va., for 250 w fulltime on 1340 kc.

Grant of request of KSTT Davenport, Iowa, to switch from 250 w daytime on 710 kc to 1 kw fulltime on 1170 kc, directional.

In the Norman case, the Commission proposed to deny competitive bids of Norman Broadcasting Co. and University City Broadcasting Co. for the same facilities. Cleveland County Broadcasting was preferred on basis of 100% integration of local ownership and operation.

The bid of Norman Broadcasting was disqualified by the Commission because of non-resident ownership and in view of the fact that a principal stockholder, Byrne Ross, is owner of KLPR Oklahoma City, which would overlap daytime with the Norman station.

Between Cleveland County Broadcasting and University City, the FCC preferred the former because all of its three owners would devote fulltime to the operation of the station. In spite of the greater local ownership aspect of University City, the Commission held this to be outweighted by the fact the owners would give only limited time to their station.

Further, the Commission preferred Cleveland County Broadcasting in order to assure greater diversification of news and information since University City is associated in ownership with the only daily paper, *Transcript*

"Controlling ownership of this newspaper by the dominant owners of University City Broadcasting," the FCC said, "is not a disqualifying factor. However, having before us no considerations persuasive of a contrary conclusion, we believe that the public interest will be better served by the encouragement of a genuine and unfettered competition in the dissemination of news, information and ideas within the orbit of service of both the Norman *Transcript*" and the proposed station.

The decision stated that FCC's policy of favoring non-newspaper applicants over newspaper applicants in such situations "has been so consistently and repeatedly stated as to be no longer open to question or challenge."

James Madison Broadcasting, to be owned about one-third by Frederick L. Allman, owner of WSVA Harrisonburg, Va., is controlled by a group of 28 local businessmen and firms, FCC stated. Welford A. Sherman, in heating, plumbing and electrical appliance business, is president. Orange had a population of 1,980 according to the 1940 census.

Commission stated it found no grounds for denial of the Orange application on the basis of slight interference that would be caused to WINX Washington in view of multiple services available in the interference area as compared with single primary service available at Orange. Minor overlap with WSVA also was ruled out.

The Commission found no basis to one issue in the Orange proceeding as to whether the James Madison application had been filed in good faith or for the purpose of delaying or preventing the establishment of a competitive service to WSVA. FCC said it was convinced "the establishment of a broadcast station in Orange originated as a Chamber of Commerce community project" and was discussed before Mr. Allman's aid was obtained. A bid for 1340 kc in Harrisonburg had been filed, and subsequently withdrawn, by Harrisonburg Broadcasting Co.

In the Davenport case, the Commission found that KSTT, operating as proposed, would cause no interference to existing or proposed stations. However, extensive engineering conditions were outlined to be satisfied before the grant would become effective in order to insure skywave protection to KVOO Tulsa, Okla., and WWVA Wheeling, W. Va., Class I-B outlets. KSTT is licensed to the Davenport Broadcasting Co. Inc., chiefly owned by Hugh R. Norman, president, and A. M. McGregor, secy.-treas.

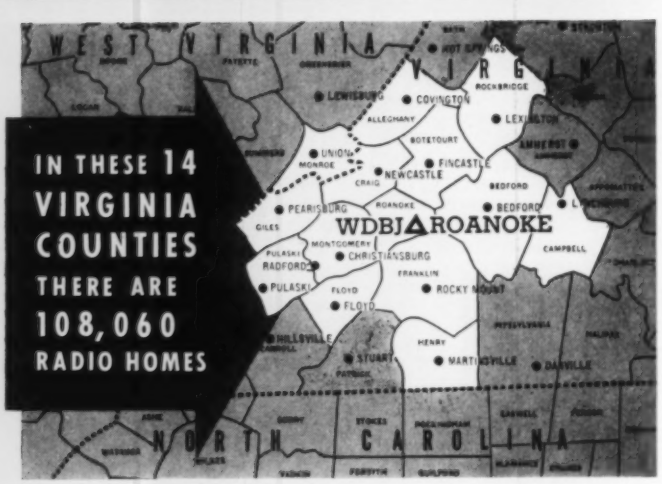
Details of Norman applicants:

Norman, Okla—Norman Broadcasting Co., 1400 kc, 250 w, fulltime. Principals: Sam G. Hale, Norman department store operator, president 4%; W. P. Fowler, Oklahoma City county election board member, vice president 40%; B. E. Massey, Norman insurance underwriter, secretary-treasurer 2%; Byrne Ross, owner KLPR Oklahoma City, 9.2%; his son-in-law, B. M. Wells Jr., commercial manager of KLPR 8%. There is total of 14 stockholders from Norman and Oklahoma City FCC stated Messrs. Fowler and Ross were original partners in applicant, incorporating later to improve competitive position in case. Merger with University City was discussed, FCC said.

Norman, Okla. — University City Broadcasting Co., 1400 kc, 250 w, fulltime. Principals: Fred E. Tarman, editor-publisher and 12/32 owner Norman "Transcript," president 23.5%; T. M. Beaird, formerly for 16 years manager and program director of WNAD Norman, U. of Oklahoma station, vice president 5.9%; Robert V. Peterson, secretary-treasurer and 7/32 owner "Transcript," secretary-treasurer 23.5%; Harold Belknap, business manager and 9/32 owner "Transcript," 23.5%. Four other local people hold 5.9% each.

Norman, Okla.—Cleveland County Broadcasting Co., 1400 kc, 250 w, fulltime. Partnership: Tol Dickenson, jewelry store owner, 50% owner Oklahoma Colorcrete Co. and interested in real estate developments, 70%; William S. Morgan, WNAD Norman production manager, 20%, and Howard DeMere, Oklahoma U. student and WNAD employe, 10%. Mr. Dickenson is to supply all capital, making loans to other partners. Firm is to incorporate and stock be made available to other station employes.

SOUTHWEST VIRGINIA'S *Pioneer* RADIO STATION



IN THESE 14 VIRGINIA COUNTIES THERE ARE 108,060 RADIO HOMES

Here is the Distribution of audience in this nine-station area ▸

*Hooper Listening Area Coverage Index Fall 1948

Stations	Morning	Afternoon	Night
WDBJ	37%	34%	24%
Station "A"	9	10	8
Station "B"	9	9	9
Station "C"	7	7	4
Station "D"	4	5	4
Station "E"	5	4	2
Station "F"	4	5	2
Station "G"	4	3	2
Station "H"	1	2	LT

WDBJ CBS · 5000 WATTS · 960 KC
Owned and Operated by the TIMES WORLD CORPORATION
ROANOKE VA
FREE & PETERS INC. National Representatives

Unrest Stirs Stations

(Continued from page 24)

B. Mitchell, new BAB head, because of his fighting speeches on the competitive angle; and there was general approbation of the job done by Richard P. Doherty, employer-employe relations director.

NAB Revamping Mentioned

As to the overall NAB operation, there was some expression in favor of a general reorganization. Misgivings were expressed over the manner in which funds are being spent. There was talk about the possible effect of a full-scale trade association activity for TV by the Television Broadcasters Assn. and what might happen if FCC Chairman Coy decided to assume such a post [BROADCASTING, May 9].

The question of proposed transfer of Executive Vice President A. D. (Jess) Willard Jr. to the newly-created post of TV vice president in the NAB was discussed and the opinion appeared to be divided as to its desirability. Those most ardently opposed to TV felt that their funds should not be expended for the development of the visual art.

Mr. Halff, in explaining reasons for his resignation, said he had not engaged in a "fight" with the NAB. He said the industry, in his judgment, had become "too vast for one overall, all-encompassing organization that can hope to be all things to all people." He suggested that a more effective and more equitable setup would be to break down the organization into separate divisions, such as AM, FM and TV, and that those in turn be broken down into the necessary units, with each unit self-supporting and stations paying on the basis of the number of units to which they belong and in which they have a voice, plus an additional amount for the general administration of NAB which would handle matters of interest to the entire industry and "be a front for the entire industry."

'Watch and Wait'

Wholly aside from the expression in Shreveport, other broadcasters have concluded to "watch and wait." One prominent New York State broadcaster, who asked that his name be withheld, said last week that the primary purpose of NAB was to "properly represent the independently-owned stations before government agencies and Congress" but that these functions "have been lost in the scramble to add new and questionable departments." He added that a few NAB departments are doing a good job and fulfill a need.

"To restore confidence and hold membership of old-line stronger stations," this broadcaster said, "NAB should promptly cut the budget and reduce dues. Changed business conditions and sharp competition resulting from too many stations on the air call for lower dues and a stop to the spending zeal at NAB. The war honeymoon is over, or at least the 'bloom is off the boom' enjoyed up to now by big and little stations generally. This has not yet fully penetrated to those in control of NAB policies. They don't know how hard it is to get an order today and how tough to trim station costs."

Edward C. Obrist, general manager of WPEN, in tendering his resignation to NAB last week, said that the "industry has so far outgrown the association in numbers of stations and diversity of interests and problems that tangible benefit no longer accrues either to the station or the association by continued active membership on the part of WPEN."

In NAB's last membership report (as of March 1) 783 of the 1832 station members were network affiliates, 444 nonaffiliates, 600 FM and 4 television. Two more TV stations have been added since March 1. Seventy-one per cent of all affiliates are NAB members, compared to 43% of nonaffiliates and 63% of FM outlets. The four TV stations comprise about 3% of the 120 total including construction permits. Of these, however, 61 are on the air.

The association's 1949 budget of $774,000 compares to $772,000 in 1948. Of the 1948 budget, $36,000 was not spent. In the period between conventions — April 1, 1948 to March 1, 1949—NAB's income was $761,332, $106,840 in excess of expenditures during the period.

GEN. CLAY

Radio, TV Cover Return

RADIO and television, under the guiding hand of the National Military Establishment, played an important part in the celebrated return of Gen. Lucius Clay to the U. S. last week, while simultaneously underscoring the effectiveness of the military's newly-coordinated information office realignment.

John Adams, civilian deputy and formerly with CBS (see separate story), and Charles Dillon, director of the military's radio-TV activities, coordinated coverage of Gen. Clay's arrival, which included a radio-TV simulcast from Washington last Tuesday night.

ABC and MBS carried the radio side, and NBC-TV the telecast version of the Clay 25-minute report to the nation, heard from 10 to 10:30 p.m. EDT. Telecast was aired locally by WNBW (TV) and WMAL-TV. WNBW's telecast was offered to NBC-TV's midwest feed. The general spoke from NBC-TV studios at the Wardman Park Hotel.

Army, Navy and Air Force personnel took part in supervision of the evening broadcast and telecast, as well as in morning and afternoon radio coverage. NBC produced a tape-recording of Gen. Clay's arrival at Washington airport as part of a pool, offering the tape to all networks. At 3 p.m. NME tape-recorded the general's news conference for use by radio.

No other station—

Chicago or elsewhere—

COVERS

South Bend . .

only WSBT does that!

Sure, other stations *can* be heard in South Bend — but the audience *listens* to WSBT! This station always has been, and still is, the overwhelming choice of listeners in the South Bend market. No other station even comes close in Share of Audience. Look at any South Bend Hooper for convincing proof.

WSBT
SOUTH BEND

5000 WATTS • 960 KC • CBS

PAUL H. RAYMER COMPANY • NATIONAL REPRESENTATIVE

On WOW
The Sponsor
Gets The
CAPITAL GAINS!

NOTE . . .
these observations on Radio WOW's Fall-Winter Hoopers . . . compared with a year ago.

- ★ **The "Quiz Kids" (NBC) had a 7.9 rating a years ago—this years it's an 11.1.**
- ★ **The Skippy Hollywood Theater (National Spot) had a 13.1 rating a year ago and this year it is 16.6.**
- ★ **The Fred Waring Show (mornings) had a 5.5 a year ago—and has a 6.7 this year.**
- ★ **"Amos 'n Andy had a big fat 30.0 on WOW a year ago. This year, on "Station B" it has a 13.4.**
- ★ **"Ma Perkins" (NBC) had a 6.9 a year ago. This year it has an 8.6.**
- ★ **"Screen Guild Players" had a 14.2 last year on "Station B". This year it has a 19.9 on WOW.**
- ★ **"Can You Top This?" had a beautiful 17.1 a year ago on WOW. This year, on "Station D", it has a skinny 4.9.**
- ★ **"The Hit Parade" had a nice 23.5 a year ago and a whopping 27.2 this year because it "stayed put".**
- ★ **The 10 o'clock (night) news on WOW came up with a nice 19. The 5:30 PM news with a 16.4; the noonday news with a good 10.3.**
- ★ **The "Phil Harris" show has a whooper-duper 30.3 this year —a 25.3 a year ago!**

These are OMAHA HOOPERS. Outstate WOW's leadership is as good or better!

That's why WOW *alone* will do your advertising job here.

RADIO WOW, Inc.
OMAHA
5000 WATTS • 590 KC
JOHN J. GILLIN, JR., PRESIDENT
JOHN BLAIR, REPRESENTATIVE

TEXAS STAR

Grant Proposed at Dallas

PROPOSED decision was reported by FCC last Wednesday looking toward grant of the application of Roy Hofheinz and W. N. Hooper d/b as Texas Star Broadcasting Co. for new AM station at Dallas, Tex., on 740 kc with 10 kw day, 5 kw night, directional fulltime.

The Commission would deny request of KTRH Houston, assigned 50 kw on 740 kc with fulltime directional array, to change its daytime directional system to increase coverage. The FCC majority reversed the recommended decision of Hearing Examiner Hugh B. Hutchison to deny Texas Star and grant KTRH.

Comrs. Paul A. Walker and Robert F. Jones dissented from the majority in favor of the hearing examiner's recommendation.

Texas Star Broadcasting is licensee of KTHT Houston, permittee of KSOX Harlingen, Tex., and applicant at San Antonio. Messrs. Hofheinz and Hooper last week also received final grant for new AM outlet in New Orleans (see story page 60).

The FCC majority concluded the Texas Star grant at Dallas would result in a more fair and efficient distribution of radio facilities since Dallas and Houston are of comparable size and the former has only five outlets while the latter has eight. The new Dallas outlet would serve 1,383,160 persons daytime and 642,000 nighttime, FCC found, whereas the grant of daytime directional change to KTRH would add no new transmission facility and would increase rural coverage from between 374,492 to 427,197 persons.

The majority said it was aware of objectionable interference that was claimed would result to KSEO Durant, Okla., on adjacent channel 750 kc, but that even if it were as great as claimed by KSEO, the Dallas grant still was more in the public interest. FCC pointed out that the interference area was in the Dallas trade area only and that no loss of service would occur due to interference because, with the 10 kc separation involved, the Dallas service would be substituted for the Durant service.

This conflict in evidence concerning interference to KSEO prompted the hearing examiner to deny the Dallas proposal. Texas Star contended it would cause interference to KSEO within an area of 376 sq. mi., including a population of 12,100 or 5.15% of those residing in the remaining interference-free area of KSEO. The Durant station claimed it would receive interference within an area of 4,380 sq. mi., including 164,300 persons, or 69.5% of remainder.

The Dallas grant included several engineering conditions including acceptance of such interference as may be received from the operation on 740 kc of the new All-Oklahoma Broadasting Co. station at Tulsa.

Mr. Frankel (l) holds the mike for victorious Franklin D. Roosevelt Jr, as he delivers his acceptance speech over New York's new FM outlet, WFDR.

6 NEW AM CPs

Granted by FCC

FIVE NEW AM daytime only stations and one new fulltime outlet were authorized last week by FCC. In addition changes in facilities were granted four existing outlets.

All of the new station grantees include persons who presently are identified with existing AM or FM stations.

KAMQ Amarillo, Tex., was granted switch from 1 kw day day on 1010 kc to 1 kw day, 500 w night directional on that frequency fulltime. WDXI Jackson, Tenn., was granted switch from 1 kw to 5 kw on 1310 kc daytime.

WKNA Charleston, W. Va., was given daytime power increase from 1 kw to 5 kw on 950 kc, with 1 kw night. Single directional array was changed to double pattern. WADC Tallmadge, Ohio, was given permission to switch main studio location to Akron.

Details of new AM grants:

Nevada, Mo.—Cecil W. Roberts, 1240 kc, 250 w unlimited. Estimated cost $12,588. Mr. Roberts is owner-manager of KREI Farmington, Mo., and AM applicant for Festus, Mo.

Wytheville, Va. — Wythe County Broadcasting Co., 1280 kc., 1 kw daytime. Estimated cost $21,955 Copartners: Robert Ennis Epperson, radio engineer and permittee of WPAQ Mt. Airy, N. C., and Arthur M. Gates Sr., physician.

Minneapolis, Minn.—Peoples Broadcasting Co., 980 kc, 500 w daytime. Estimated cost $53,850. Principals: William V. Stewart, owner Stewart Real Estate Co., president 11.2%; James C. Barkley, 50% owner of Enterprise Pub. Co., weekly newspaper publisher, vice president 15.2%; Thomas K. McCrum, salesman for Stewart Real Estate, secretary 4.2%; John W. Ware, owner of Ware's Hardware store, treasurer 12.2%; A. Kenneth Hovig, 50% owner Enterprise Pub. Co., vice president 20.2%; Clayton F. Baker, lithographer, director 8.2%; Becky Ann Stewart, 2.4%; Edith M. Bessesen, 16.2%; Fred L. Conger, assistant manager and program director of WREN Topeka, Kan., 10.2%.

Snyder, Tex.—Blake-Formby Broadcasting Co., 1280 kc, 500 w daytime. Estimated cost $24,222. Principals: John Blake, publisher and 50% owner West Texas Printing Co., 50% owner KPAN Hereford, Tex., 50%; Marshall Formby, same interests, 50%.

Hornell, N. Y.—The W. H. Greenhow Co. Inc., 1590 kc, 1 kw daytime. Estimated cost $14,459. The W. H. Greenhow Co. Inc., is operator of WWHG (FM) Hornell.

Coatesville, Pa. — Chester County Broadcasting Co., 1420 kc, 1 kw daytime. Estimated cost $40,000. Partners: Louis N. Seltzer, associate engineer in physics, Johns-Hopkins U.; William S. Halpern, production manager WLBR Lebanon, Pa.; David Ginsberg, 50% owner of Waste Motor Haulage Co., and Brandywine Wastepaper Corp., Downington, Pa.; Morris Singer, owner of Morris Singer Transportation Co. and Oil Transportation Co., Downington. He also has 12.5% interest in Waste Motor Haulage Co.

WFDR (FM) OPENS

Starts Early for Elections

WFDR (FM) New York, the International Ladies Garment Workers Union station, began test program last Tuesday (May 17) at 6 p.m. with broadcasts of results of the city's 20th District Congressional election. Owned by FDR Broadcasting Corp., an ILGWU subsidiary, the station originally intended to begin its test programming Wednesday but shifted its debut ahead a day to carry the election results.

Test programming will continue for a month or less before regular program schedules begin. Fred F. Umhey, executive secretary of the ILGWU, is president of the subsidiary FDR Broadcasting Corp. Morris S. Novik, radio consultant, is adviser to WFDR as well as other ILGWU outlets in Chattanooga and Los Angeles.

The WFDR staff includes:

David H. Harris, formerly of WTAG Worcester and WOL Washington, program director; Lou Frankel, former promotion manager of Rural Radio Network, FM chain in New York state, director of special events and publicity; Joseph Michaels, formerly with WGVA Geneva, N. Y., and WBIS Bristol, Conn., news editor; Bertrand B. Arnow, chief engineer and Jack Michaels, transmitter supervisor. WFDR is located at 444 Madison Ave., New York.

BAB OFFICES

Space Sought in N. Y.

OFFICE space to house the new Broadcast Advertising Bureau was being sought in New York last week by C. E. Arney Jr., executive secretary of the NAB and Maurice Mitchell, BAB director.

At week's end the NAB executives had about decided to discard the Broadcast Measurement Bureau offices at 270 Park Ave. as prospective space for BAB because they felt the quarters were inadequate. At least 16 persons, including Mr. Mitchell, will be employed in the BAB New York office.

COTTON BOWL GAME

NBC Signs for Radio, TV

NBC last Thursday announced the signing of an exclusive three-year contract to broadcast and telecast the New Year's Day Cotton Bowl football game from Dallas, Tex.

Bill Stern, the network's director of sports, will describe the classic next Jan. 1, marking the first national television coverage of the gridiron feature.

WTCN Minneapolis-St. Paul was awarded a citation by the Minneapolis Church Federation for its broad policy of airing religious features.

IF YOU take time to read this ad, then take time to write a letter to Radio Station KTRE, Box 701, Lufkin, Texas, for full particulars on the sales job KTRE can do for you. KTRE . . . the station with three networks.

EARNINGS

SEC Lists Radio Salaries

PERFORMER Arthur Godfrey and Commentator Lowell Thomas headed the Columbia Broadcasting System's salary list for 1948, according to reports revealed last week by the Securities & Exchange Commission.

Mr. Godfrey drew $440,514.16 last year while Mr. Thomas received $420,300, according to CBS figures. CBS President Frank Stanton was listed for $109,798.80 covering salary, fees, commissions and bonus. Mr. Stanton already has signed a new 10-year contract with CBS at a base salary of $100,000 a year [BROADCASTING, May 16].

Other high-salaried CBS performers were John Reed King, announcer-producer, $95,795.50; Tom Howard, writer-comedian, $218,751.58; Ed Sullivan, master of ceremonies and commentator, $53,550; Frank Cooper Associates, $165,275.95.

CBS listed Mr. Godfrey for $258,450 as a "radio artist" and $182,064.65 for phonograph record royalties and "program services." In all cases, the payments for services listed in the report cover income before taxes, SEC pointed out.

Other Networks

Of the other three major networks, NBC and MBS had not yet filed, SEC said, but ABC's report was made available showing Don McNeill as its top-salaried performer, ABC previously released figures as part of its anual report [BROADCASTING, May 16], showing Mr. McNeill with a 1948 salary of $180,229.40; Paul Whiteman, ABC musical director and vice president, $145,316.56 and Mark Woods, ABC president, $75,000, among others.

Another report, prepared for joint release yesterday (May 22) by the Securities & Exchange Commission and Federal Trade Commission, disclosed income and sales figures for U. S. manufacturing corporations for 1948.

The net income after taxes, was estimated at $11.5 billion, representing a 14% increase over the $10.1 billion of profits after taxes 1947. The total for 1948 was about equally distributed over the four quarters. Profit increases were shown generally in producers' goods industries, while consumers' goods were marked by declines. Sales last year aggregated $165.6 billion, about 10% above total sales for the preceding year, while costs and expenses were placed at $147.3 billion.

• FORDHAM UNIVERSITY •
Summer Institute of Professional
RADIO and TELEVISION
July 5th to August 12th, 1949
Six stimulating weeks, professional faculty, practical courses. Under G.I. Bill. Utilizing facilities of WFUV-FM Send for Free descriptive booklet "B" Wm. Coleman, Chairman Radio Div.
FORDHAM UNIVERSITY
New York 58, N. Y. FO 7-5400

REEDER NAMED

Weintraub VP on K-F

JOHN F. REEDER, for the past year vice president and general manager of C. J. La Roche & Co., New York, has joined William H. Weintraub & Co., also New York, as vice president and account executive for Kaiser-Frazer.

Mr. Reeder

Mr. Reeder has been associated with advertising and automobiles for years, having served from 1932 to 1934 as advertising manager for Cadillac in Detroit. Between 1934 and 1940 he was vice president of the Young & Rubicam Detroit office, working on the Packard account. Moving to the Y&R New York office in 1940, he was vice president and manager of the contract department until the war.

Returning to Y&R after service in the Navy, Mr. Reeder directed the agency's WAC account, and later became vice president and general manager of Walt Disney Productions, Burbank, Calif., from 1945 to 1948.

LOBBYING

Probe Foreseen

A THOROUGH investigation into lobbying practices of Federal agencies and private organizations which intend to "influence, encourage, promote or retard legislation" was foreseen last week in Congressional circles.

The House passed a concurrent resolution to create a Joint Congressional Committee. The investigation now awaits Senate approval, expected this week. The committee would be composed of seven members each from the Senate and House.

FCC, FTC and other independent establishments would be slated for inquiry if the Senate concurs. In addition, Washington representatives of certain radio interests would be involved, it is believed. The resolution had been broadened by the House Rules Committee to include Federal bureaus as well, with a view to uncovering Government activities favoring certain legislation.

Only Congressional approval is needed to set up such a committee. President Truman's signature is required only on joint resolutions, it was pointed out.

Rep. Frank Buchanan (D-Pa.), author of the resolution, said "there is widespread public belief that lobbying is carried on by people not registered" under the Lobby Registration Act of 1946. All previous records for funds spent have been broken during the first quarter of 1949, with a total of 258 registered for that period, he added.

The Second Most Famous Amateur Pianist in Washington

Although his recitals are never reviewed by music critics, he, like the gentleman in the White House, plays to a vast audience. By Carnegie Hall standards his keyboard performance may be limited, but in his professional field his technique is widely admired.

As one of the networks' best known news commentators he displays the same desire to get behind the news that he discloses in his recreational curiosity about the innards of a piano or organ keyboard. His nightly "top of the news as it looks from here" is heard by an estimated weekly audience of 14,000,000 listeners—and even his severest critics acknowledge his great influence.

His broadcast—the Fulton Lewis, Jr. program—is currently sponsored on more than 300 stations. As the original news "co-op" it offers local advertisers network prestige at local time cost, with pro-rated talent cost.

Since there are more than 500 MBS stations, there may be an opening in your city. If you want a ready-made audience for a client or yourself, investigate now. Check your local Mutual outlet—or the Co-operative Program Department, **Mutual Broadcasting System**, 1440 Broadway, NYC 18 (or Tribune Tower, Chicago, 11).

MRS. BENJAMIN R. RIGGS (center), personnel director of Porteous, Mitchell & Braun, Portland, describes store's successful use of radio to Fay Clark (r), AWB District 1 chairman, at fourth annual meeting of New England women broadcasters in Boston. At left is Dorothy Campbell who conducts Porteous' *Betty Mitchell* show on WGAN Portland.

GOING-AWAY gift is presented to retiring AWB District 1 Chairman Fay Clark of WBIS Bristol by Mildred Bailey (foreground), WCOP Boston, at convention breakfast given for New England women delegates by WEEI Boston. L to r: Pat Griffith, NAB director of women's activities; Miss Clark; Julie Chase, WTAG Worcester; Miss Bailey; Wynne Casey, WJOY Burlington; Julie Blake, WMUR Manchester; and Marguerite Staples, WTVL Waterville.

AWB DIST. 1 MEET

Lawrence, Riggs, Fellows Speak

INCREASING importance of women broadcasters in a buyer's market and the need to sell radio as a medium was stressed by speakers at all sessions of the fourth annual convention of District 1, Assn. of Women Broadcasters, in Boston May 13-14 [BROADCASTING, May 9]. It was the first AWB meeting to be held since the group became a full-fledged department of NAB.

Addressing delegates from all sections of New England, Craig Lawrence, general manager of WCOP Boston, told the women they must direct their actions to promoting broadcasting as a medium and to selling the merchandise and services radio advertises. Although today's changing economy is taking us away from the lush days of the war years, "we don't have to be afraid in radio," he declared. "Radio had its most fruitful days during the depression when it went through its adolescence and adulthood, and we're better prepared now than we were then."

He offered a three-point plan for selling women's programs:

1. Devote constant effort and imagination to program technique so that more women will want to listen. 60 to 80% of the women are home during the day, but only 20 to 30% of the radio sets are on in the Boston area, he said.

2. Those who prepare copy as well as those who are on the air should do a more aggressive selling job of advertised products on the air. Make people think and act the way you want them to and there won't be any need to worry about increased competition from other media, he advised.

3. Cultivate and develop new business from those who haven't been using broadcast advertising or who only use it sporadically. There's a great reservoir of advertisers who don't know the results radio can get and it's the job of women broadcasters as well as sales departments to explain the broadcast medium to them.

Mrs. Benjamin A. Riggs, personnel director of Porteous, Mitchell & Braun, department store in Portland, Me., described the store's experiences with the *Betty Mitchell* program, a daily 10-minute morning show on WGAN Portland. Although the store's radio advertising is usually tied up with newspaper and other promotion so that it is difficult to separate the results of each, she said that items which arrived too late for printed ads gave the store a definite picture of the show's success.

Mrs. Riggs admonished radio salesmen who merely try to sell time to retailers without understanding their problems or offering time segments and programs that best meet their particular needs.

Harold E. Fellows, general manager of WEEI Boston and District 1 director of NAB, told the group the new AWB position within NAB brought them closer to management and that this was important because the industry "must get down to brass tacks and the closer you are the better idea you'll have of the realism of the situation."

Pat Griffith, NAB director of women's activities and AWB executive secretary, also placed emphasis on the advertising angle in the Saturday morning session. She told of the sales and advertising manual, called "The Feminine Touch," which NAB is preparing for women's programs.

Wilder Addresses

Discussing "Social Research and Radio," Frances Farmer Wilder, vice president and director of Social Research Inc., told the delegates that if they know what American women are striving for, their impact on their audience will be stronger.

During a panel discussion of "Women on Both Sides of the Microphone," Sally Larkin, vice president of H. B. Humphrey Agency, Boston, declared the reason some commercials don't go to women's programs is because agencies aren't given enough presentations on the shows.

Also on the panel were Herbert

BOOMERANG!

I'm sorry I ever heard of KXOK. My life is miserable. You see, I bragged to the boss about our program's low-cost-per-Hooper point on KXOK, like you suggested, and he just grinned like a Cheshire and said: "That proves what you can do when you really try. Now go into all our markets and get as good a buy as you did on KXOK." You and I know that's tough to do . . . but how can I convince the Boss?

On-The-Spot

Dear On-The-Spot:

Your Boss situation is going to be much worse. Wait till he finds out KXOK's high Hooper position during March, 1949. When KXOK's rates are balanced with its share of audience, the combination is terrific. You and I know the base hourly rate on Station "A" is 57% higher than KXOK's, and Station "B" has a base rate 32% higher . . . yet they delivered only 15% and 2.4% more audience during March. Better not mention KXOK's powerful signal at 630 on the dial, reaches 115 counties in six states, daytime, in mid-America.

KXOK, St. Louis

630 on the dial

Basic ABC | 5,000 Watts | A "John Blair" station

WIDE BLANKET COVERAGE,
CONCENTRATED AUDIENCE,
BEST PROGRAM FACILITIES,
AND NOW—

5000 WATT OUTPUT!

JOS. WEED & CO.
350 Madison Ave., New York,
Can Tell You More About

CHNS

HALIFAX NOVA SCOTIA

L. Krueger, commercial manager of WTAG Worcester; Julie Blake, WMUR Manchester, and Nona Kirby, regional sales manager of WLAW Lawrence.

Presiding at the sessions was Fay Clark, WBIS Bristol, Conn., retiring AWB District 1 chairman.

Managers of stations in the Boston area and their wives were guests of the women at a cocktail party Friday afternoon. Saturday morning, the delegates attended a broadcast of WEEI's *Beantown Varieties*.

Attendance:

Allen, Audrey K., WNOC Norwich, Conn.; Bailey, Mildred, WCOP Boston; Bartley, Etta, WORC Worcester, Mass.; Blake, Julie, WMUR Manchester, N. H.; Bornstein, Anita, WRIB Providence; Broeg, Heloise Parker, WEEI Boston; Brown, Mae E., WMAS Springfield, Mass.; Burt, Eleanor, WEEI Boston; Butler, Cecelia, WLAM Lewiston, Me.; Campbell, Dorothy, WGAN Portland, Me.; Chase, Julie, WTAG Worcester, Mass.; Chase, Mildred, WHYN Holyoke, Mass.; Casey, Wynne, WJOY Burlington, Vt.; Clark, Fay, WBIS Bristol, Conn.; Connelly, Jeanne, WNEB Worcester, Mass.

Doherty, Phyllis, WNAC Boston; Fuller, Dorothy, WBET Brockton, Mass.; Hetu, Ruth, WOTW Nashua, N. H.; Houlahan, Marie, WEEI Boston; Kopka, Ann, WOTW Nashua, N. H.; McDowell, Betty, WOTW Nashua, N. H.; McSweeney, Marion, WBKA Brockton, Mass.; Morgan, Louise, WNAC Boston; Phelan, Betty Jane, WHOB Gardner, Mass.; Redington, Ruth, WKNE Keene, N. H.; Rothwell, Alice H., WPOR Portland, Me.; Sherwood, Peg, WBKA Brockton, Mass.; Stackpole, Connie, WEEI Boston; Staples, Marguerite, WTVL Waterville, Me.; Vincent, Madeline, WHOB Gardner, Mass.; Wood, Claire, WJAR Providence, R. I.; Kneeland, Eileen, WHAV Haverhill, Mass.; Kirby, Nona, WLAW Lawrence, Mass.

MICH. ASSN.
Meeting Slated May 24

FIRST general meeting of the Michigan Assn. of Broadcasters will be held tomorrow (May 24) at the Burdick Hotel, Kalamazoo.

Morning sessions will feature talks by C. Bruce McConnell, former president of the Indiana State Assn. of Broadcasters, and Kenneth F. Schmidt, secretary of the Wisconsin Assn. of Broadcasters. Legislative roundtable discussion and general business meeting are also slated before lunch. Luncheon speaker will be Gerald Vanek, public relations director of Standard Oil. In the afternoon Ernest Jones, account executive of McManus, John & Adam, is to speak on *The National Trend in Advertising*, followed by a roundtable discussion.

KOMO Seattle received National Safety Council Award for leadership and support of safety efforts in 1948.

It's Easy

WFOX

to may a campaign in

MILWAUKEE

SCRIPPS HOWARD
Must Choose In Cincinnati

FCC last week reaffirmed its ruling that Scripps-Howard Radio Inc. must decide whether it wishes to pursue its application to switch WCPO Cincinnati from 1230 kc to 630 kc or its bids to purchase WVLK Versailles, Ky., and move it to Cincinnati.

Scripps-Howard had petitioned for reconsideration of the earlier ruling on grounds that it had only the WCPO bid pending and that the WVLK requests, filed by WVLK itself, had never been formally accepted by FCC and were contingent upon decision in the 630 kc case at Cincinnati [BROADCASTING, Dec. 13, 1948]. FCC denied this claim and ordered that Scripps-Howard must decide in 30 days which request it will pursue. Both the WCPO and WVLK bids will be dismissed if no choice is made, FCC said, and depending on which may be chosen, the alternative application will be dismissed.

Also in the same proceeding, the FCC last week set aside a Motions Commissioner's action in March and denied request of Queen City Broadcasting Co. to amend its application for new station on 630 kc at Cincinnati so as to specify a new transmitter site. The action had been requested by WCPO and WLAP Lexington, Ky., which seeks switch to 630 kc from its present local assignment on 1450 kc. An original grant to WLAP for 630 kc had been set aside by FCC for further hearing last October [BROADCASTING, Oct. 25, 1948].

In denying the Queen City request to amend, the Commission majority pointed out it had denied the request once before in November 1948 on grounds it had been filed too late. The majority further said the amendment was faulty and that further hearing would be required. Comr. Frieda B. Hennock dissented in this action and Chairman Wayne Coy and Comrs. Paul A. Walker and Robert F. Jones did not participate.

Meanwhile last week the Commission announced memorandum opinions and orders in three other docket case proceedings. The FCC: Denied petition of KNOW Austin, Tex., seeking rehearing of new station grant to Bee Broadcasting Co., Beeville, Tex.; denied petition of WBNY Buffalo, N. Y., asking that FCC set aside its order dismissing WBNY's earlier petition for reconsideration of new station grant to Dunkirk Broadcasting Corp., Dunkirk, N. Y.; reopened record on technical issues in proceeding on new station applications of Antilles Broadcasting System Inc., Rio Piedras, P. R., and Radio Americas Corp., San Juan.

KNOW Claims

KNOW, which claimed it would received substantial interference from the new Beeville station [BROADCASTING, March 7], sought reconsideration on grounds of technical errors in FCC's finding. Comr. Rosel H. Hyde dissented from the majority's ruling to deny KNOW's petition on same issues he cited in his dissent in the grant.

WBNY alleged it would receive objectionable interference from the new Dunkirk grant [BROADCASTING, Dec. 20, 1948], but its petition was denied as not making sufficient technical showing according to FCC's rules and standards.

The Commission opened the Puerto Rico case for further hearing because of changed conditions involving ownership since the close of the record and various resulting petitions. It also wishes to investigate possible interference to the proposed new Navy communications station at Sabana Seca, P. R., and to certain foreign stations.

HAROLD JOHNSON
WWNY WMSA Owner Dies

HAROLD B. JOHNSON, 68, owner of WWNY Watertown and WMSA Massena, N. Y., died May 17 following a heart attack. Mr. Johnson, also publisher of the Watertown *Daily Times* suffered the seizure at his Henderson Harbor home.

Widely known as a champion of the dairy farmers, he was mentioned in 1935 as a Republican nominee for the governorship but lost out in the party balloting. He was vice president of the board of directors of St. Lawrence U. and president of the board of visitors of Oswego State Teachers College.

Surviving are his wife, Jessie R. Parson Johnson, and one son, John B.

NATIONAL DST
Staggers Bill in Congress

CONGRESS would be authorized to establish daylight saving as standard time for all zones for any year, under provisions of a measure introduced in the House last Wednesday. Author of the bill, referred to House Interstate & Foreign Commerce, is Harley Staggers (D-W. Va.).

Time could be advanced not earlier than the last Sunday of April and not later than the last Sunday of September, with advanced time to be considered the standard time in all zones for such a period. In addition, private business in respective zones would be required to observe time as established by Congress. Officers and employes of the United States also would fall into the time set by the act.

BUY A DOZEN

Get a Half-Million!

In twelve counties along the southeast coast of Florida, 668,500* people have a net buying income of $778,561,000*. In the same twelve counties in 1948 . . . retail sales totaled $789,451,000*!

When you buy WIOD . . . you buy solid coverage of this twelve-county market—coverage proved by results . . . by BMB . . . by mail response . . . by engineering data! This was true yesterday—and it is today, too!

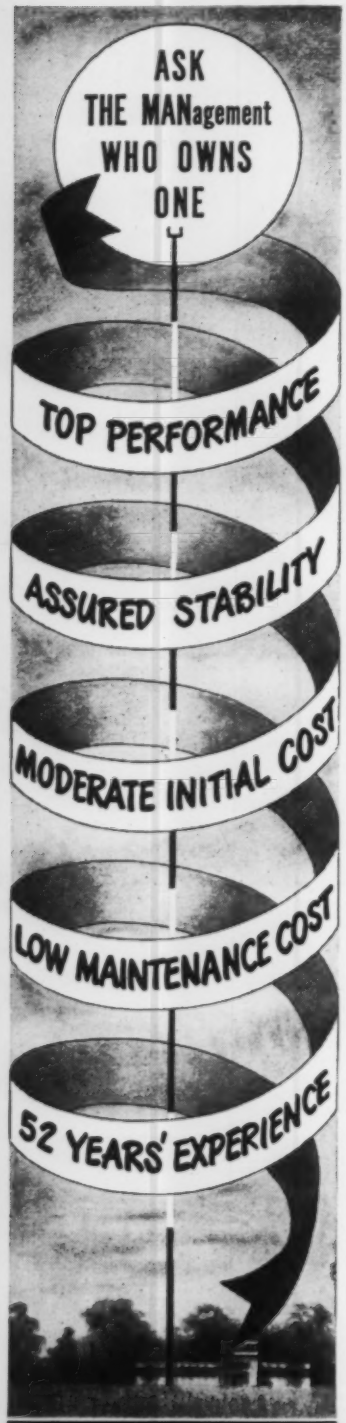
*Sales Management's 1949 Survey

WIOD

FIRST IN MIAMI

National Representatives
GEORGE P. HOLLINGBERY CO.
Southeast Representative
HARRY E. CUMMINGS
JAMES M. LeGATE, General Manager
5,000 WATTS • 610 KC • NBC

All WIOD-AM programs are duplicated on WIOD-FM without extra cost to advertisers



LINGO

Vertical Tubular Steel

RADIATORS

Write for Factual Data

JOHN E. LINGO & SON
CAMDEN 5, N. J.

STATION BIDS

FCC Okays Three, Denies Three

FINAL decision was adopted by FCC last Tuesday approving application of Roy Hofheinz and W. N. Hooper d/b as Louisiana Broadcasting Co. for a new AM station at New Orleans on 1540 kc with 50 kw day, 25 kw night, directional fulltime.

In the same action, the Commission voted also to approve bid of KGBC Galveston, Tex., to change operation on 1540 kc from 1 kw daytime to fulltime with 1 kw day and 250 w night, directional night. New station request of Bayou Broadcasting Co. Inc. for 50 kw day, 10 kw night, directional night, on 1540 kc at Baton Rouge, La., was denied. This was done after approval was given Bayou to amend its request from original bid for 250 w fulltime on 1540 kc.

Meanwhile last week the Commission also announced final decision to grant the application of East Liverpool Broadcasting Co. for a new station at East Liverpool, Ohio, on 1490 kc with 250 w fulltime and to deny a competitive bid for the same assignment there by Radio Courier Inc.

In still another final ruling, the Commission denied on technical grounds the bid of United Broadcasting Co. for a new AM station in Pittsburgh on 1470 kc with 5 kw day, 1 kw night, fulltime.

Followed Proposed Action

The Commission majority in the 1540 kc case in general followed conclusions of FCC's proposed decision to favor Louisiana and deny Bayou, but switched from proposed denial of KGBC to approval despite the high nighttime limitation which would result to the Galveston outlet [BROADCASTING, July 5, 1948]. In the final ruling both Comrs. Rosel H. Hyde and Robert F. Jones dissented from the majority. Comrs. Paul A. Walker and George E. Sterling did not participate.

Comr. Jones favored grant of KGBC but hit the majority's choice of Louisiana over Bayou. He considered the approval of "the highest nighttime mv/m limitation that the Commission has ever permitted in granting a Class II station" was unnecessary. He pointed out this could have been avoided by granting Bayou instead of Louisiana and objected to the technical disqualification of Bayou on grounds of objectionable interference to Mexican station XENC Celaya.

Comr. Jones pointed out that the majority failed to consider "the uncontroverted testimony of the Baton Rouge engineer, received without objection, that by a slight change of the array, objectionable interference could be greatly minimized." He said the contention this was a new proposal which could not be considered without amendment "smacks of an adherence to technicality, which, in view of the practice of the Commission at the time of this hearing, is hardly appropriate under the circumstances of this case."

Comr. Hyde favored the KGBC grant but voted for denial of both the New Orleans and Baton Rouge requests. He supported the majority's reason for denying Bayou but opposed approving the high nighttime limitation to KGBC from the Louisiana Broadcasting outlet.

The majority found that the new New Orleans outlet would serve 1,021,373 persons daytime and 432,847 at night, many in rural areas now receiving limited service. The KGBC grant, the majority said, would give Galveston a second local nighttime facility. KGBC would be limited at night to its 25.4 mv/m contour, including population of 60,862.

Protection Afforded

Population within the nighttime normally protected and 25.4 mv/m contours is about 39% of the population within the interference-free 25.4 mv/m contour, FCC said, despite the 10% limit in the FCC standards. The majority said much of the area affected is swamp and is sparsely populated. KGBC would serve 95% of the area and 85% of the population of Galveston, the decision found.

A petition of KXEL Waterloo, Iowa, seeking nighttime protection of its use of 1540 kc, was dismissed by the Commission since the conditions opposed were altered during the proceeding and same results were in effect obtained.

In the East Liverpool case, the Commission reconsidered its proposed decision to deny both applicants on engineering grounds and in substance accepted the hearing examiner's recommended finding to approve the application of East Liverpool Broadcasting [BROADCASTING, Sept. 13, 1948]. Grantee was favored over Radio Courier on the basis of experience, ownership diversification and participation in operation. In the final ruling FCC said it would condone a situation of mutual daytime interference with other stations since the city would get its first fulltime local station. A daytimer, WLIO, already is operating there.

The Commission's denial of the United Broadcasting proposal for Pittsburgh followed the proposed ruling in the case [BROADCASTING, Nov. 8, 1948]. FCC found the station would not deliver the minimum field intensity of 5 to 10 mv/m required by the standards for "the most distant residential section" of the city. The proposed outlet, FCC said, would serve only 63% of the population of Pittsburgh at night, only 23.8% of the population of the metropolitan district at night and only 76.2% daytime, as compared to 90% required by standards.

Comr. Jones dissented from the majority's denial in the Pittsburgh case but no opinion was cited in the FCC report. Comrs. Sterling, Frieda B. Hennock and E. M. Webster did not participate in the ruling.

Ownership details of the applicants:

New Orleans, La.—Louisiana Broadcasting Co., granted 1540 kc, 50 kw day, 25 kw night, directional antenna day and night, fulltime. Partnership: W. N. Hooper, rancher and oil producer, 25%, and Roy Hofheinz, managing partner of Texas Star Broadcasting Co., in which he is associated with Mr. Hooper, 75%. Texas Star is licensee of KTHT and KOPY (FM) Houston, Tex., and KSOX Harlingen, Tex. Texas Star, which has AM application pending at San Antonio, last week received proposed grant for new AM station at Dallas (see separate story this issue).

Baton Rouge, La.—Bayou Broadcasting Co. Inc., denied 1540 kc, 50 kw day, 10 kw night, directional night, fulltime. Principals: John Fred Odum, chairman Democratic State Central Committee and supervisor, Louisiana State U. and Agricultural and Mechanical College, president 18%; Raymond F. Hufft, executive adviser to James A. Noe, owner WNOE New Orleans and KNOE Monroe, La., vice president 18%; Fred Weber, part owner KATL Houston, Tex., and former part owner of WDSU New Orleans, secretary 18%; Herman Moyse, vice president of City National Bank of Baton Rouge, treasurer 15%; J. Y. Sanders Jr., attorney, former U. S. Congressman on House Committee on Interstate Commerce, director 10%; W. H. Talbot, part owner KATL, director 18%; Dr. W. B. Hatcher, president emeritus of Louisiana State U.,

WMIL.....
means
MILWAUKEE
REPRESENTED
BY FORJOE

2%, and Armand P. Daspit head of Dept. of Fur Bearing Animals, Louisiana Wild Life and Fisheries Dept.

East Liverpool, Ohio—East Liverpool Broadcasting Co., granted 1490 kc, 250 w, fulltime; conditions. Principals: Richard V. Beatty, associated with father in Potters Lumber Co., president 51.67%; his father, C. V. Beatty, vice president 9%; George T. Farrall, manager-vice president of Midway Oil Co., retail-wholesale firm of which C. V. Beatty is president, secretary-treasurer 33.3%; James J. Maley, formerly with East Liverpool studio of WSTV Steubenville, Ohio, director 3%; Claude H. Sullivan, who has been with several midwest stations in various capacities, director 3%.

East Liverpool, Ohio—Radio Courier Inc., denied 1490 kc, 250 w, fulltime. Principals: G. E. Eckert, advertising agency operator, president 15%; Leonard C. Webber, part owner local Coca-Cola Bottling Co. and cattle farm, vice president-treasurer 70%; Mrs. E. L. Wambaugh, production and office manager of Mr. Eckert's agency, secretary 15%. Mr. Eckert and Mrs. Wambaugh operated East Liverpool studio of WSTV Steubenville, Ohio, for several years.

Pittsburgh — United Broadcasting Corp., denied 1470 kc, 1 kw night, 5 kw day, fulltime. Firm has authorized 1,200 shares. Principals: Richard J. Cook, publisher of a local and a national monthly magazine and one time KQV Pittsburgh commentator, president 150 shares; Austin E. Sigler, road material contractor, secretary-treasurer 150 shares; John H. Harris, theatre and amusement interests and founder of the Variety Clubs, vice president 150 shares; Thomas P. Johnson, attorney and secretary of Pittsburgh Athletic Co. and Forbes Steel Co., operators of Pittsburgh Pirates. There is total of nine stockholders.

Upcoming

May 25: FTC hearing on proposed rules for mail order insurance industry, Rm. 322, FTC Bldg, Washington.
June 3: AWB Executive Committee meeting, NAB Hdqrs., Washington.
June 3: Kentucky Broadcasters Assn., Louisville.
June 13-16: Canadian Assn. of Broadcasters Convention, Algonquin Hotel, St. Andrews-by-the-Sea, N. B.
June 20-July 29: U. of California-NBC Radio Institute, U. of California, Berkeley.
June 25: First Annual Radio News Editors Conference, Kent State U., Kent, Ohio.
June 26-28: National Retail Dry Goods Assn. Convention, Stevens Hotel, Chicago.
June 26-30: Advertising Assn. of the West 46th annual convention, Hotel Vancouver, Vancouver, B. C.
June 27-29: NAB Program Directors' Clinic, Northwestern U., Chicago.
July 11-13: NAB Board meeting, Wentworth-by-the-Sea, Portsmouth, N. H.
July 29-30: Catholic Broadcasters Assn., U. of Notre Dame, South Bend, Ind.
Aug. 25-28: AFRA annual convention, Palace Hotel, San Francisco.
Aug. 30-Sept. 1: Fifth Annual Pacific Electronics Exhibit, Civic Auditorium, San Francisco.
Sept. 8-10: Western Assn. of Broadcasters annual meeting, Banff Springs Hotel, Banff, Alta.

WEEKLY broadcast from Washington, *The New England Round Table*, aired over the New England Regional Network, originated May 12 in the Mayflower Hotel at the third annual dinner given by NERN in honor of members of Congress from New England [BROADCASTING, May 16]. **Participants included (l to r) Rep. Christian A. Herter (R-Mass.); Sen. Owen Brewster (R-Me.); NBC Washington commentator Leif Eid, moderator; Rep. Abraham A. Ribicoff (D-Conn.); and Rep. John E. Fogarty (D-R.I.).**

SESAC-KOTA

Hearing on Suit Postponed

HEARING of a suit by SESAC Inc. for contract performance, filed against KOTA Rapid City, S. D., has been postponed by Seventh Judicial Circuit Court in South Dakota to the term starting Nov. 1.

The station had charged it was pressured into signing a SESAC contract, that the rate charged is not the same as that paid by other stations in its category [BROADCASTING, April 25], and that SESAC is not qualified to enter into contracts in the state.

In answering the station's allegations, SESAC contends its contract negotiations with KOTA were carried on in New York or in interstate commerce. It holds the station is estopped from asserting infirmities in the contract because it has exercised its license and has held "itself out to its advertisers and prospective advertisers as authorized" to use such license.

SESAC's reply asks that the KOTA counter-claims be dismissed and that it be granted judgment. The reply was filed for SESAC by Bangs & McCullen and Robert W. Gunderson, its counsel in Rapid City. General counsel for SESAC is Victor E. Whitlock, of Holm, Whitlock & Scarff, New York. Western SESAC counsel is David R. Milsten, of Milsten, Milsten, Johnston & Morehead, Tulsa. Representing KOTA is the firm of Bottum & Bottum.

Open Mike

(Continued from page 15)

talk to the Berlin "man-on-the-street," rather than hear only "translations," far greater harm can be done than good. . . .

H. J. Skornia
Radio Director, Indiana U.
Formerly Consultant Radio Branch, Information Services Division,
Office of Military Government (Germany)

* * *

Retail Radio Ad Series

EDITOR, BROADCASTING:

Thanks so very much for the interesting case histories on retail radio advertising which you've been publishing in the "Business of Broadcasting" section.

Lee Hart
Retail Coordinator, NAB
Washington, D. C.

CO-OP AD PLAN

Jacobson To Back Dealers

COOPERATIVE advertising plan announced by F. Jacobson & Sons Inc., New York manufacturer of Jayson shirts and pajamas and Excello shirts, allows dealers to collect from the manufacturer one-half of amount spent on advertising up to 5% of the firm's net shipment to them. Amount spent by the dealers in excess of the 5% are not to be included in computing the one-half manufacturer payment.

Jacobson also is sending to its dealers suggested commercial radio announcements, which can be used as-is or re-written. The company requires submission of broadcast scripts and proof-of-broadcast for payment of bill. Some 1,800 dealers in major markets across the country are being offered the plan, with most of the radio emphasis expected from the Midwest area.

According to John Northway, advertising manager, television advertising by dealers will be handled on an individual basis. Salesmen were told to have dealers contact the firm regarding re-imbursement for TV advertising.

A CHICKEN IN EVERY POT!
WHAT STATION CAN DO IT?
See Centerspread This Issue
ON THE AIR EVERYWHERE 24 HOURS A DAY
L. B. Wilson
WCKY
CINCINNATI
50,000 WATTS OF SELLING POWER

WFBC
IS THE NBC
STATION FOR THIS
RICH MARKET OF
853,700
PEOPLE
FINEST In Retail Sales
FINEST In Wholesale Sales
South Carolina's FINEST MARKET
FINEST In Auto Registration
FINEST In Payrolls
FINEST In Ability To Buy
NBC FOR ALL THREE
GREENVILLE-SPARTANBURG-ANDERSON MARKETS
WFBC
5000 Watts 19 Hours Daily
and WFBC-FM
93.7 Channel • 60,000 Watts
GREENVILLE, S.C.
THE NEWS-PIEDMONT STATION
REPRESENTED BY AVERY-KNODEL, INC.

AUTHORIZATIONS

Three Get FM Permits

CONSTRUCTION permits for three new FM stations, two Class A and one Class B, were authorized last week by FCC. Two CPs went to existing AM station operators.

The Voice of Cullman, owner of WKUL Cullman, Ala., received Class A permit for Channel 265 (100.9 mc) with effective radiated power of 360 w and antenna height above average terrain 160 ft.

Cornbelt Broadcasting Co., owner of KAYL Storm Lake, Iowa, received Class B assignment of Channel 268 (101.5 mc), ERP 3.6 kw, antenna 390 ft. Tentative allocation plan was amended to provide channel.

Other Class A grant went to Mayo Broadcasting Co., Mayodan, N. C., for Channel 228 (93.5 mc), ERP 380 w, antenna 130 ft. Firm includes seven stockholders. Officers are: J. Banner Shelton, department supervisor for Gem Dandy Inc., Madison, men's furnishings maker, president 18.75%; Furman E. Holt, with Washington Mills, vice president 18.75%, and Carlton Stevens, with Madison Throwing Co., textile firm, secretary-treasurer 18.75%.

FCC last week also granted permits for new low power noncommercial FM stations to P. G. Beauregard School, New Orleans; Ithaca College, Ithaca, N. Y., and The Gila Junior College of Graham County, Thatcher, Ariz. Modified assignments also were given 11 commercial FM stations (details in FCC Actions).

FCC also has adopted the following changes in its tentative FM allocation plan: Valdosta, Ga. delete Channel 239 (95.7 mc), add Channel 253 (98.5 mc); add Channel 239 to Douglas, Ga. Delete Channel 245 (96.9 mc.) from Tuscola, Ill., and add Channel 225 (92.9 mc); add Channel 245 to Mattoon, Ill.

Top Program Hooperatings—May 18 Report

EVENING

Program	No. of Stations	Sponsor & Agency	Hooper	Year ago Hooper	+or−	Pos.
Radio Theatre	149	Lever Bros. (JWT)	22.3	22.4	−0.1	1
Walter Winchell	278	Kaiser-Frazer (Weintraub)	21.9	21.0	+0.9	2
Original broadcast 20.2						
Added by 2nd bcst 1.7†						
Jack Benny	174	American Tobacco (BBDO)	19.1	19.6	−0.5	5
Original broadcast 16.9						
Added by 2nd bcst 2.2†						
My Friend Irma	153	Pepsodent Div.-Lever (FC&B)	18.2	18.7	−0.5	6
Godfrey's Talent Scouts	155	T. J. Lipton Div.-Lever (Y&R)	17.9	20.8	−2.9	3
Fibber McGee & Molly	165	S. C. Johnson (NL&B)	15.3	20.1	−4.8	4
People Are Funny	164	B&W Tobacco (Seeds)	14.4	11.0	+3.4	43
Louella Parsons	257	Andrew Jergens (Orr)	14.0	11.0	+3.0	42
Original broadcast 13.1						
Added by 2nd bcst 0.9†						
Dennis Day	144	Colg.-Palm.-Peet (Bates)	13.5	11.8	+1.7	32
Bob Hope	151	Lever Bros. (Y&R)	13.5	18.1	−4.6	8
Suspense	164	Electric Auto-Lite (N-E)	12.9	—	—	—
Crime Photographer	149	Toni Co.-Div. Gillette (FC&B)	12.5	11.6	+0.9	33
Your Hit Parade	163	American Tobacco (BBDO)	12.5	14.5	−2.0	19
Bob Hawk	161	R. J. Reynolds (Esty)	12.1	12.2	−0.1	30
Stop the Music (8:00-9:00)			11.7	—	—	—
(8:00-8:15, 9.9)	181	P. Lorillard (L&M)				
(8:15-8:30, 9.3	181	Eversharp (Biow)				
(8:30-8:45, 13.2)	182	Speidel Co. (C&P)				
(8:45-9:00, 14.2)	181	P. Lorillard (L&M)				

DAYTIME

Ma Perkins (CBS)	80	Procter & Gamble (D-F-S)	7.8	7.3	+0.5	6
Arthur Godfrey (10:30-11:30)			7.3	5.8	+1.5	20
(10:30-10:45, 5.8)	166	Gold Seal Wax (C-M)				
(10:45-11:00, 7.3)	166	National Biscuit (McCann)				
(11:00-11:30, 8.1)	165	Liggett & Myers (N-E)				
Big Sister	93	Procter & Gamble (Compton)	7.1	7.0	+0.1	9
Young Widder Brown	146	Sterling Drug (D-F-S)	6.9	7.2	−0.3	8
When A Girl Marries	77	General Foods (B&B and Y&R)	6.9	7.4	−0.6	5
Romance Helen Trent	84	Whitehall (D-F-S)	6.7	7.8	−1.1	1
Portia Faces Life	89	General Foods (B&B and FC&B)	6.7	7.8	−1.1	2
Stella Dallas	146	Sterling Drug (D-F-S)	6.3	7.3	−1.0	7
Our Gal Sunday	84	Whitehall (D-F-S)	6.2	7.4	−1.2	4
Lorenzo Jones	146	Sterling Drug (D-F-S)	6.1	5.9	+0.2	19
Aunt Jenny	79	Lever Bros. (R&R)	6.1	6.7	−0.6	12

† Second broadcast on same day in some cities provides more than one opportunity to hear program.

TRANSFER GRANTS

KEPO, 12 Others Are Approved

TOTAL of 13 AM stations recieved approval by FCC last week for transfers of control and assignments of licenses.

KEPO El Paso, Tex., was given approval for assignment of license from H. J. Griffith, sole owner, to new firm in which Mr. Griffith is 52.25% owner. Total consideration is in excess of $345,000. Mr. Griffith's new associates are Kenyon Brown and others associated with him in ownership of KWFT Wichita Falls, Tex. Mr. Brown is KWFT general manager and president.

WJVB Jacksonville, Fla., was granted transfer from present group of 16 owners to new firm headed by Reginald B. Martin, vice president and part owner of WFTL Fort Lauderdale, Fla., for $24,926.

Details of ownership transfers:

KEPO El Paso, Tex.—Granted assignment of license from H. J. Griffith tr/as West Texas Broadcasting Co., to KEPO Inc, new corporation. Mr. Griffith will have 52.25% interest. New stockholders in the firm are Kenyon Brown, president-general manager and 5% owner of KWFT Wichita Falls, Tex. and 11.11% owner of KGLC Miami, Okla., vice president and 0.25% owner; Agnes Doyle Rowley, 11.875% in KWFT, 11.625%; E. H. Rowley, president of Robb & Rowley United Inc. and affiliated companies operating theatres in Southwest, secretary-treasurer 0.25%; Frank M. Dowd, assistant secretary-treasurer; Mr. Rowley and C. V. Jones, trustees for E. H. Rowley Jr., holding 11.875% and Messrs. Rowley and Jones as trustees for John H. Rowley holding 11.875%. In granting transfer FCC advised that grant is not to be construed as final approval of Mr. Griffith's qualifications as a licensee or of qualifications of corporation of which he is a stockholder. Mr. Griffith has been charged with violation of anti-trust laws by U. S. Supreme Court action in U. S. vs. Griffith et al. FCC said. Consideration is $345,000. KEPO is assigned 5 kw fulltime on 690 kc.

WENA Bayamon, P. R.—Granted assignment of license from Raymon Agudo, sole owner, to Bayamon Bcstg. Corp., new firm in which Mr. Agudo holds 54.2% interest. He originally held 25% in firm. Mr. Agudo received additional stock in amount of $10,200 and cancellation of $8,298.76 balance on obligation due firm for building outlet. Other stockholders are Alberto Diaz Atiles, physician, president 15%; Domingo Diaz Alexandro, WENA general manager, secretary 15%; Gustavo Diaz Atiles, assistant manager WENA, treasurer 15%. WENA is assigned 250 w on 1560 kc fulltime.

WNOC Norwich, Conn.—Granted assignment of license from H. Ross Perkins tr/as Norwich Bcstg. Co. to Eastern Connecticut Bcstg. Co. for $61,335.45. Eastern Connecticut is composed of three equal owners: John Deme, WNOC general manager and part owner of WLAD Danbury; Harrison C. Noyes, president and part owner of daily Norwich Bulletin and Record, and Clifford C. Oat, general manager and part owner of Bulletin and Record. WNOC operates on 1400 kc with 250 w fulltime.

KMAE McKinney, Tex.—Granted transfer of control from Clay E. Thompson Jr. and Noel E. Thompson to George E. Smith. Mr. Smith, who held 25% interest in McKinney Air Enterprises, licensee, buys 50% interest of Thompsons for $13,147. KMAE is assigned 500 w daytime on 1600 kc.

WDIG Dothan, Ala.—Granted assignment of license from Houston Broadcasters to new partnership of same name and including two of three present equal owners. Jess M. Swicegood acquires one third interest of J. P. Burnett for $12,500. Mr. Swicegood is now two-thirds owner and general manager. Lola C. Robinson retains one-third interest. WDIG is assigned 250 w unlimited on 1450 kc.

WJVB Jacksonville, Fla.—Granted transfer of control from J. Lyle Williams and 15 stockholders with aggregate of 90.46% stock in Jacksonville Beach Broadcasting Co., licensee, to Reginald B. Martin and Lester M. Combs for $24,926. Mr. Martin is vice president and part owner of WFTL Fort Lauderale, Fla., and general manager of WJVB in which he is now 63.16% owner. Mr. Combs, program director of WJVB, acquires 27.3%. WJVB operates on 1010 kc with 250 w unlimited.

WSFT Thomaston, Ga.—Granted transfer of control in Thomaston Broadcasting Co. from R. E. Hightower, who sells 40% of his 60% interest to a brother, Julian E. Hightower, and to estate of a deceased brother for $10,000. Julian Hightower is vice president of Thomaston Cotton Mills and ⅓ owner of Hightower Bros. Rental Agency. R. E. Hightower and members of his family retain control of WSFT which is assigned 1220 kc, 250 w daytime.

KTOW Oklahoma City — Granted transfer of control from 11 persons to 11 others through issuance of additional stock to present stockholders, each to purchase shares in proportion to his present holding. No profit involved, FCC said. KTOW is assigned 800 kc, 250 w daytime.

KWTC Barstow, Calif.—Granted assignment of license from William T. Brown, Burton C. Boatwright and Robert E. Reno d/b as Mojave Valley Broadcasting Co. to new corporation which includes Maynard F. Marquardt and Helen V. Long. Mr. Marquardt acquires 7.58% and Miss Long acquires 1.51% from Mr. Brown in lieu of debt. KWTC operates with 250 w unlimited on 1230 kc.

KVAI Amarillo, Tex. — Granted transfer of control of Plains Empire Broadcasting Co., licensee, from Lonnie J. Preston, Alice Howenstine and V. M. Preston to R. G. Hughes for $30,000 minus certain adjustments. Mr. Hughes, who owned 41.63% becomes almost sole owner by acquiring 56.5% or total of 98% plus. Mr. Hughes is owner of KHUZ Borger, Tex. KVAI is assigned 940 kc, 1 kw unlimited.

KTRI Sioux City, Iowa—Granted relinquishment of negative control in Sioux City Broadcasting Co., licensee, by Dietrich Dirks through sale by him of his 50% to firm as treasury stock for $75,000. Other stockholders who gain control are: John C. Kelly, president; Eugene F. Kelly, vice president; A. Lennon Kelly and Eugene H. Kelly Estate. Latter owns 12.8%, others each 12.5%. Mr. Dirks was required to sell his KTRI holding as condition of his acquisition of control of KCOM Sioux City. KTRI is assigned 5 kw unlimited on 1470 kc.

WPTR Paris, Tenn—Granted transfer of control from Earl W. Smith, Roy W. McKinney and Parkman R. Freezor to group of 58 persons, majority of whom are stockholders in Paris Broadcasting Co., permittee for new AM station there. Grant is conditioned to transferees surrending this permit. Principals in new group include: Elroy and Mary Scruggs, 10.6% each; Mrs. Lola Elliott, 18.4%; L. D. and Lucyle Chesemore, 5.3% each; Frank R. Blake, 4.2%. WTPR is assigned 250 w daytime on 710 kc.

KSTN Stockton, Calif.—Granted assignment of permit from A. Dwight Newton, W. H. Wood, N. John Anton and Charles F. Green d/b as San Joaquin Broadcasting Co. to new partnership of same name and composed of Messrs Newton and Anton and Dr. Harry Morgan and Knox LaRue. Assignment was granted in conjunction with grant of completion date extension to July 1 upon petition by KSTN. Station earlier had been denied further extension. KSTN is assigned 1 kw fulltime on 1400 kc.

PROETZ AWARDS

James Wins First in Radio

FIRST place award in the radio division of the 1949 Erma Proetz Awards went to Mrs. Sylvia James, assistant radio director of the Philadelphia Community Chest and member of the Philadelphia Club of Advertising Women. Sponsored by the Women's Advertising Club of St. Louis, the awards were presented May 13 at a dinner held in conjunction with the Annual Exhibit of St. Louis Advertising, sponsored by the club.

The award and $100 cash prize won by Mrs. James was for her script, "Lady With a Little Black Bag," written for one of the Community Chest's Red Feather Services, the Visiting Nurse Society of Philadelphia, and broadcast on a WFIL Philadelphia series. Two other awards of $100 each were presented to Elizabeth Eyerly, account executive, Botsford, Constantine & Gardner, New York, for first place in the copy division, and to Jane Trahey, advertising manager, Nieman-Marcus, Dallas, first in art.

ROOSEVELT

Radio Credited in Victory

RADIO was described last week as having been an important factor in the successful campaign of Franklin D. Roosevelt Jr. for Congress from New York's 20th District.

Explaining the use of radio by Mr. Roosevelt in his campaign, Morris L. Novik, radio consultant and chairman of Mr. Roosevelt's radio committee, said a total of $885 was spent for radio time. The investment was well made, Mr. Novik said.

For his money Mr. Roosevelt got five quarter-hour programs and one half-hour program on WMCA New York, spot announcements on WQXR New York and one quarter-hour Spanish language program on WHOM New York.

On the WMCA programs Mr. Roosevelt used famous personalities to plump for him, including Tallulah Bankhead, Melvyn Douglas, Quentin Reynolds and Robert Sherwood.

Respects

(Continued from page 44)

accompanied Nobel Prize Winner Arthur Compton on a cosmic ray measuring expedition to Mt. Evans, Col. After taking a PhD in physics in 1932, he returned to Westinghouse as a designer of X-ray tubes at its Bloomfield, N. J. plant. Two years later he joined Doolittle & Falknor, Chicago consulting engineers, and when Frank Falknor left the firm in 1933 to become chief engineer at WBBM Chicago, Dr. Andrew remained as chief engineer of Doolittle Radio Inc.

Late in 1936, he hung out his own shingle—"Victor J. Andrew, Manufacturer and Consulting Engineer"—from a six-room rented house on Chicago's south side. His only employe was a high school boy, who helped out after school and on Saturdays.

At the end of two years. Dr. Andrew was grossing only $24,000 annually, so he purchased a bungalow near Chicago's Municipal Airport in the hope he could increase his revenue by working on ground stations for airlines. The idea clicked.

Demand for coaxial cables, his specialty, increased so much that in 1941 he found it necessary to take over a public garage with an area of 12,000 square feet.

His 1942 gross was $294,000, and in 1943 and 1944 business topped $500,000. He acquired another garage and, later, a small office building, for a total of 40,000 square feet. Blueprints were started for a modern plant on 460 acres in suburban Orland Park, where the company maintains a small research laboratory.

The Andrew Corp.'s wartime peak was $812,000 in 1945, but two years later when FM stations started sprouting, the company reached a high of $1,580,000. FM station men found that about 15% of their construction budget went into Andrew transmission lines, antennas and consulting engineering service.

The Andrew organization is unique because it is as much planner as manufacturer. And to make sure its identity as a consulting service is not lost, the boss himself takes to the road one-third of the time. He spends considerable time at Havana, where he maintains headquarters for his export business, for the cultivation of Latin American friendships, and for "writing and rest."

In Dr. Andrew's opinion, the countries south of the border are 30 years behind the United States. He is reassured of this on each visit, and likes to go there to reflect how far America has gone since he was a boy. It helps him chart a future course for his company, he says.

He wishes the State Dept. was more aware of the technical, economic, and political "incompetence" of these countries.

"The Department should find ways and means of helping them rather than proceed on the assumption that they are our equal," he suggests.

While Dr. Andrew's hobby is economics and international travel, that of his wife, Aileen, is sociology. Half-owner of the Andrew Corp., she has charge of personnel. The Andrews were married in 1922 when she was employed with a Wall St. brokerage firm and he was at the Signal Corps Labs at nearby Ft. Monmouth. Their two children—Edward, 13, and Juanita, 10—attend school in Havana. They speak Spanish fluently.

Dr. Andrew maintains engineering as well as economic contacts in all the Caribbean countries, Mexico and Central America. He is planning trips to South America and Europe in the near future.

Past chariman of the Chicago Section of IRE and active in the Chicago Radio Engineers Club, he is author of 27 technical articles on all phases of radio engineering. In the field of broadcasting economics, he has written a continuing study of "Profit Opportunities for New Stations" in three annual instalments and his "Industry Barometer," published last fall, has been widely circulated.

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WRTA
A prize radio combination in the rich industrial market of Central Pennsylvania.
Represented by
ROBERT MEEKER ASSOCIATES

GANNETT CONCLAVE

DeLaney Named Chairman

C. GLOVER DeLANEY, general manager of WTHT Hartford, has been elected chairman of the Gannett Group radio stations for the coming year. He replaces Dale Taylor, general manager of WENY Elmira, N. Y. Robert J. Burow, station and promotion manager of WDAN Danville, Ill., is the new secretary.

Officers were elected at the wind-up of a two-day radio conference held May 12-13 at the Statler Hotel, Washington, by the Gannett Group. Members of the FCC were honor guests at a dinner.

The conference agenda included a talk on Gannett radio operations by Paul Miller, Gannett Group vice president and coordinator of the six stations in the group. Gunnar O. Wiig, general manager of WHEC Rochester, called for closer group cooperation including legal and news services. Mr DeLaney reported on reduction of overhead at WTHT, with a roundtable on costs following his talk.

Bernard O'Brien, chief engineer at WHEC, outlined the status of Gannett AM, FM and TV facilities, reviewed results of the NAB Engineering Conference last month.

Participating in an FM discussion were Edward L. Sellers, FM Assn. executive director, and two FMA board members, Ben Strouse, WWDC Washington, and Everett L. Dillard, WASH Washington. John R. Henzel, general manager of WHDL Olean, N. Y., discussed listener reaction to FM. Mr. DeLaney reviewed TV from listener and sponsor viewpoints, with effect on AM and FM. Mr. Wiig called for more radio-newspaper cooperation in handling local news. Bill Gold, *Washington Post* columnist, discussed that paper's newscasts. Vern Croop, in charge of Gannett's Washington Bureau, reviewed the Capital situation.

Competitive angles of the Albany market were covered by Russell B. Wilde, general manager of WABY Albany. Mr. Burow told about sales promotion in Danville and relations between newspaper and station. Mr. Wiig went into group advertising of Gannett station markets, reporting on efforts to develop a uniform signature-cut. Mr. Taylor analyzed contract trends and employments.

Guests at the second-day luncheon were Justin Miller, NAB president; A. D. Willard Jr., executive vice president, and Robert K. Richards, director of publications and public relations.

Max Everett, of Everett-McKinney Inc., representative, reported on the national sales picture and ways of getting business. Each station briefly reviewed its local sales and prospects. A discussion of BMB followed. Mr. Taylor introduced an NBC film, "Behind Your Radio Dial."

Management

BASIL BREWER, owner of WNBH-WFMR New Bedford, and WCOB W. Yarmouth, Mass., and publisher of New Bedford *Standard-Times*, will appear on ABC TV-AM broadcast of *On Trial* today (May 23). He will uphold negative side of topic, "Should the Lodge-Gossett Amendment Be Adopted?"

EVAN H. HUGHES, program director and publicity chief at KVOL and KVOL-FM Lafayette, La., has been promoted to manager of stations.

Mr. Hughes

F. H. ELPHICKE, manager of CKWX Vancouver, has been elected to executive committee of the Advertising & Sales Bureau of Vancouver. As past chairman of bureau, he will be chairman of 46th annual convention of Advertising Assn. of the West meet at Hotel Vancouver June 26-30.

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ACTIONS OF THE FCC

MAY 13 TO MAY 19

CP-construction permit	ant.-antenna	cond.-conditional
DA-directional antenna	D-day	LS-local sunset
ERP-effective radiated power	N-night	mod.-modification
STL-studio-transmitter link	aur.-aural	trans.-transmitter
synch. amp.-synchronous amplifier	vis.-visual	unl.-unlimited hours

SSA-special service authorization CG-conditional grant

May 13 Decisions . . .

DOCKET CASE ACTION

AM—980 kc

Announced proposed decision looking toward grant of applications of Northeast Radio Inc., for new station at Lawrence, Mass., 980 kc 1 kw D cond., and Enterprise Pub. Co., licensee WBET Brockton, Mass., operating on 990 kc, to increase power from 250 w D to 1 kw, install new trans.; and deny application of Viking Bcstg. Co. for new station at Newport, R. I., 980 kc 500 w D.

ACTIONS ON MOTIONS

By Commissioner Webster

Easley Bcstg. Co., Easley, S. C.—Granted petition to accept late apearance in proceeding on application.

Santa Monica Bcstg. Co., Santa Monica, Calif.—Granted petition to dismiss without prejudice application.

Warner Bros. Pictures Inc., Chicago—Passed over at request of counsel petition to dismiss without prejudice application for TV CP.

Bruce Johnson Co., Anderson, S. C.—Granted petition to dismiss without prejudice application.

WSAZ-TV Huntington, W. Va.—On Commission's own motion scheduled hearing for June 27 re application for additional time in which to complete construction.

WSIV Pekin Bcstg. Co. Inc., Pekin, Ill.—Granted petition for leave to amend application for mod. CP to show revised financial and program data and to change proposed DA-DN.

WMMW Meriden, Conn.—Granted petition for continuance of hearing scheduled May 19 upon application for CP, hearing continued to Aug. 17 at Washington.

Lake County Bcstg. Corp., Chicago—Granted petition to accept late written appearance in proceeding upon application for FM CP.

John J. Dempsey—On Commission's own motion continued hearing in re petition of Dempsey [against Station KOB] from May 23 to July 25 at Albuquerque, N. M.

WTUX Wilmington, Del.—Granted petition for leave to amend application for renewal of license to make corrections in application relative to percentage of commercial programs and number of spot announcements.

Centinela Valley Bcstg. Co., Inglewood, Calif.—Granted petition to continue hearing on applications; hearing continued to begin Aug. 10, at Escondido, Calif., etc.

Southland Bcstg. Co., Long Beach, and Angelus Bcstg. Co., Temple City, Calif.—On Commission's own motion dismissed without prejudice [for lack of prosecution] application of Southland and removed from hearing docket application Angelus Bcstg. Co.

Anthony Wayne Radio Co. Inc., Fort Wayne, Ind.—Denied petition for leave to amend application for assignment of license of WGL to add names of six new stockholders, etc.

WTUX Wilmington, Del.—On Commission's own motion ordered that notice of hearing in proceeding on application for renewal of license WTUX be amended to add issue no. 5 and change issue no. 1, as follows: [1] to determine whether and to what extent programs and program policies of WTUX serve interests of Wilmington community; [5] to determine whether application for renewal of license of WTUX should be granted.

News-Sentinel Bcstg. Co. Inc., Fort Wayne, Ind.—Granted petition for leave to amend application for consent to assignment of licenses of WGL, to change name of applicant to F.A.R. Liquidating Corp.

KRMD Shreveport, La.—Granted petition for continuance of hearing; continued to Aug. 8 at Washington.

WQXR New York—Granted petition for extension of time in which to file proposed findings of fact; time extended to June 1.

May 16 Decisions . . .

DOCKET CASE ACTIONS

AM—1170 kc

Announced proposed decision looking toward grant of application of Davenport Bcstg. Co. Inc. to change facilities of KSTT Davenport, Iowa. from 750 kc 250 w D to 1170 kc 1 kw unl. DA-DN cond.

AM—1340 kc

Announced proposed decision looking toward grant of application of James Madison Bcstg. Corp. for new station at Orange, Va., 1340 kc 250 w unl.

BY COMMISSION EN BANC

License Renewal

WBNY-FM Buffalo, N. Y.—Granted renewal of license for regular period.

STA Granted

WVFC Ithaca, N. Y.—Granted STA to suspend program tests until July 11, pending completion of negotiations with Cornell U. [licensee of WHCU AM-FM, Ithaca] looking toward merger of FM broadcast properties of both parties. Rural Radio Network, financed by Cooperative Grange League Federation Exchange Inc., and Dairymen's League Cooperative Assn. is permittee of five FM stations in New York State — W F N C Wethersfield; WVBT Bristol Center; WVCN DeRuyter; WVCV Cherry Valley; and WVBN Turin. If Cornell takes over network as contemplated, operation of WVFC would be replaced by Cornell's WHCU-FM. Rural Radio Network began broadcast service on June 6, 1948.

FM—93.5 mc

Mayo Bcstg. Corp., Mayodan, N. C.—Granted CP Class A station; Ch. 228 [93.5 mc] ERP 380 w; antenna 130 ft.; estimated cost $13,196 exclusive of land and building.

FM—100.9 mc

Voice of Cullman, Cullman, Ala.—Granted CP for new Class A station; Ch. 265 [100.9 mc] ERP 360 w; antenna 160 ft.; grant does not constitute approval of FM ant. supporting structure as radiator for standard broadcast station proposed in application estimated cost $6,950 exclusive of land and building.

FM—101.5 mc

Cornbelt Bcstg. Co., Storm Lake, Iowa—Amended tentative allocation plan for Class B FM station so that allocation of Channel 268 [101.5 mc] to Storm Lake, Iowa is included therein; granted CP for new Class B station; Channel 268 [101.5 mc] ERP 3.6 kw; antenna 390 ft.; subject to request for authorization to determine KAYL power by indirect method and submission of new KAYL ant. resistance measurements and FCC Form 302 upon completion of FM ant. installation; estimated cost $13,460 exclusive of land and building.

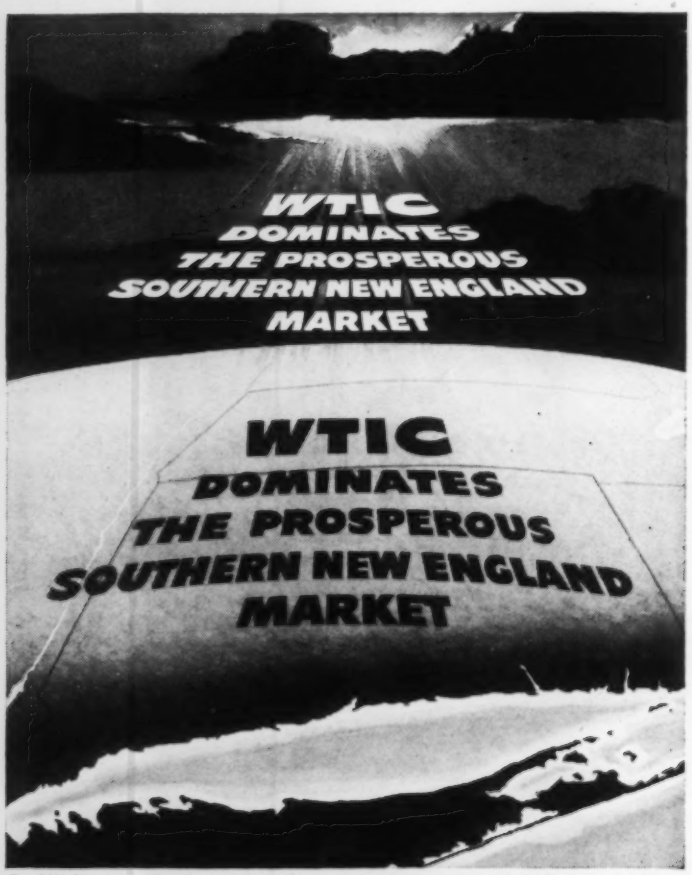
Transfer of Control

K M A E McKinney, Tex.—Granted transfer control from Clay E. Thompson Jr., and Noel E. Thompson to George W. Smith Jr. through sale of 50% of licensee's stock for $13,147 to Smith, now 25% stockholder.

WJVB Jacksonville, Fla.—Granted transfer control from J. Lyle Williams and 15 other stockholders to Reginald B. Martin and Lester M. Combs, who will pay $24,926 for 90% of voting stock.

W S F T Thomaston, Ga.—Granted transfer control in which R. E. Hightower will sell 40% interest for $10,000 to Julian T. Hightower and estate of William H. Hightower Sr., with R. E. Hightower and members of his family retaining control.

(Continued on page 66)



Paul W. Morency, Vice-Pres.—Gen. Mgr. • Walter Johnson, Asst. Gen. Mgr.—Sales Mgr.

WTIC's 50,000 WATTS REPRESENTED NATIONALLY BY WEED & CO.

DELAYED broadcasts of professional basketball games in Rochester, N. Y., proved popular this season. Sportscaster Bob Turner, WHAM Rochester, is certain of it. Mr. Turner (above) asked his listeners what they thought of the broadcasts, aired at 11:10 p.m. over WHAM. He got 3,347 enthusiastic replies, 58.6% of them from Rochester and the rest from 140 towns in New York and 19 other states. Mr. Turner's program is sponsored by Columbia Music and Appliance Stores, Rochester.

RMA OF CANADA

Deakins Named President

F. R. DEAKINS, president of RCA Victor Co. Ltd., Montreal, was re-elected president of the Radio Mfrs. Assn. of Canada during the annual meeting held at Ottawa May 9. R. A. Hackbush, vice president and managing director of Stromberg-Carlson Co. Ltd., Toronto, was re-elected vice president and S. D. Brownlee was reappointed executive secretary.

Mr. Deakins reported that sales of receivers in 1948 totalled 600,000 sets, second highest in Canadian history. He also reported that National Radio Week is to be held in October, and that R. M. Brophy of Rogers-Majestic Corp., Toronto, has been appointed chairman of the Defence Preparedness Committee on Communications and Electronics, organized at the Canadian government's request.

Programs

SOMETHING NEW in Clevelanders morning radio diet appeared over WHK Cleveland May 16 on its *Breakfast Party* (see Radiorama page 10). *Breakfast Party* originates in different home in Cleveland each day. Every morning Rena and Bob Ledyard, he is WHK personality, visit some home, selected in advance from invitation letters from listeners. Hostess for the morning invites some of her own friends in for event. Besides these there also is special guest for day who is selected from cards of listeners who wish to attend the affair. Half-hour program is transcribed direct from the home and aired on WHK the following day. Special features of show include "Morning Mail Call," when the Ledyard's read some of their mail, and a "Breakfast Bulletin" when guests at breakfast table discuss problems listeners have sent in.

Music Scholarships

TWO MUSICAL scholarships will be prize awards when WOL Washington produces series of 26 talent-hunt broadcasts next fall for Hamilton National Bank of Washington. Produced with cooperation of District of Columbia Board of Education, each broadcast will originate in public or parochial high school auditorium. Solo performers, both instrumental and vocal, will compete, and all public and parochial school students will be eligible. Two winners will be designated, one vocal and one instrumental. Awards will be scholarships to any accredited college of winner's choice, given by Hamilton National Bank. Trophies will be provided for runners-up, and special recognition will be accorded to schools providing the winners.

Golf Tourney

MOTOR CITY open golf tourney will be broadcast by WXYZ and WXYZ-TV Detroit exclusively June 16-19. Station will originate telecasts daily for first three days and twice on last day. Broadcasts June 18 and 19 will be aired on full ABC network. Commentary will be handled by Don Wattrick. WXYZ sports director, and Chris Brinke, golf announcer.

Program Exchange

CO-OPERATIVE agreement between KMPC Hollywood and stations in Australia, Honolulu, New Zealand, South Africa and the Antipodes, for exchange of programs typical to each particular locale was announced by Jesse Butcher, assistant manager and program director of KMPC. Exclusive broadcasts will be titled *World Panorama*. Three KMPC programs, selected by Mr. Butcher as best typifiying Southern California broadcasting, will be transcribed for airing on BBC and Australian Broadcasting Co. facilities. Programs are *KMPC Westerners*, *Olvera Fiesta* and a synthesis of two motion picture premiere broadcasts. Programs being sent by the foreign stations have not been announced.

Labor and the Community

IN ATTEMPT to point up cooperation between labor and the community, KFMV(FM) Los Angeles is offering as public service two quarter-hour programs showing how the two groups work together. Program, *Labor and You*, brings in different representatives of the two groups each week who discuss how they work out mutual problems; *This Is Labor* is program of tape-recorded visits to various industries, featuring on the spot interviews with employers and employes, showing people at work.

'London Dances To—'

BY TRANSCRIPTION, WPEN Philadelphia and British Broadcasting Corp. join hands in presenting *London Dances To—*, half-hour program of popular music recorded by top London orchestras, every Sunday from 11:30 p.m. to midnight. Program is direct outgrowth of *International Quiz*, which also is aired on WPEN in cooperation with BBC.

'Classified Caravan'

BILLED as lowest advertising rate on air—2 cents a word—*The Classified Caravan* on KRKL Kirkland, Wash., offers listeners chance to buy, sell or swap their personal white elephants. Newly launched program is aired daily 5:30-6 p.m. and includes type of copy familiar to newspaper classified departments. Music ties the half-hour together. Show is not open to retail merchants or other straight commercial advertisers, however, being designed for individuals rather than businesses.

'Good Will Tour'

DENVER'S KLZ, through the courtesy of KPOA Honolulu, greeted Denver Chamber of Commerce visitors as they docked at Pier 11 on a "good will tour" of the islands. In return, wire-recorded program, emceed by Announcer Jack Frawley of KPOA, allowed Denverites to send greetings homeward via KLZ. Record was airmailed to Denver and surprised friends and relatives of travellers heard broadcast a few days later.

Children's Fund

AS PART of extended fund raising campaign of District of Columbia's Crippled Children's Society, WMAL-TV Washington presented half-hour TV documentary from 8-8:30 p.m. May 13. Bryson Rash, special features director for WMAL-TV, conducted program which featured group of experts in field of child cerebral palsy and its cures and corrections. Station telecast another crippled children's program at beginning of campaign. Programs were produced by Van Beuren DeVries.

'Morning Recess'

PROGRAM which was started as 30-minute, six weekly show on WHTN Huntington, W. Va., has graduated to full hour, with several sponsors. *Morning Recess* is aired from local Cake Box cafe. Sponsors of show are Cake Box, Kirby Vacuum Cleaners and General Foods.

Israel News

FEATURING news from foreign countries and specializing in current events emanating from Israel is WDAS Philadelphia's new program, *The Voice of Israel*, aired nightly at 9 p.m. Service permits WDAS to air spot news from Israel during the day in English and to summarize days' events in Yiddish every evening at 9 p.m.

Cancer Forum

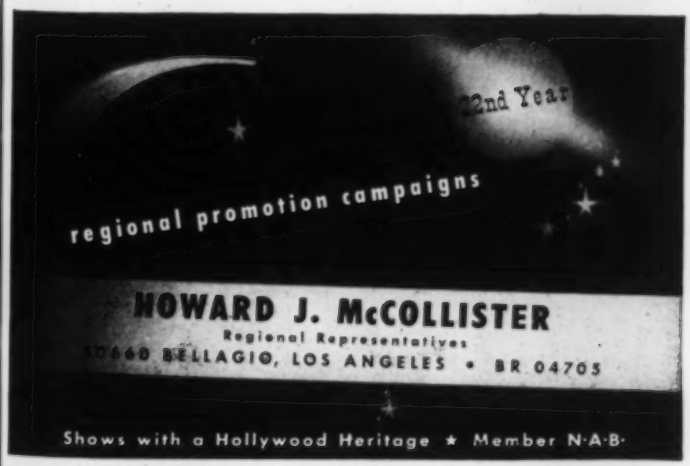
WEEKLY forum on prevention of cancer is being offered as public service on KFMV(FM) Los Angeles in cooperation with American Cancer Society. Half-hour program is conducted by Fred Johnson, executive director of Los Angeles Branch of the society, with different doctors, patients and members of patient's families participating each week. According to the Cancer Society, the half-hour program block is one of largest ever donated to it by a station.

Aid for Veterans

WITH hope of finding jobs for qualified blinded veterans, KAGH Pasadena, Calif., has started quarter-hour weekly public service program *Lights On* for Blinded Veterans' Assn. Program features Bob Killeen, blinded vet, who divides his time between singing and interviewing members of the association or those interested in group. Program aims to bring to attention of listeners fact that there are many veterans qualified for various jobs.

Guest Appearance

INTERVIEW arranged by Lyn Roberts, women's commentator on WWOD Lynchburg, Va., when Mrs. Arthur Stump of Lynchburg returned to city after 13 day visit in New York, gave listeners complete story of New York visit. Mrs. Stump told how she had attended 63 radio shows—60 of which were quiz shows—appeared on 13 and won prizes on 12. She won over 30 prizes during her visit.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FCC Actions

(Continued from page 64)

Decisions Cont.:

Assignment of License

WDIG Dothan, Ala.—Granted assignment of license from Jess M. Swicegood, J. P. Burnett and Lola C. Robison, to Swicegood and Robison for $12,500.

WNOC Norwich, Conn.—Granted assignment of license from H. Ross Perkins to Eastern Connecticut Bcstg. Co. [John Deme, Clifford C. Oat, and Harrison C. Noyes] for $61,335.

WENA Bayamon, P. R.—Granted assignment of license to Bayamon Bcstg. Corp. [Ramon Agudo, Alberto and Gustavo Atiles and Domingo D. Alejandro], with Agudo having 54.2% interest.

KWTC Barstow, Calif.—Granted assignment of license, without profit, from William T. Brown, Burton C. Boatright and Robert E. Reno, to Mojave Valley Bcstg. Co., Inc. [the above with Maynard F. Marquardt and Helen V. Long].

Hearing Designated

Eastland County Bcstg. Co., Eastland, Tex.—Designated for hearing application for new station to operate on 730 kc, 250 w D.

Modification of CP

WDXI Jackson, Tenn.—Granted mod. CP to increase power from 1 kw to 5 kw and change type trans eng. cond.

AM—950 kc

WKNA Charleston, W. Va.—Granted CP increase D power from 1 kw to 5 kw, install new trans. and change daytime DA pattern; eng. cond.

AM—1150 kc

WISN Milwaukee, Wis—Granted CP make changes in DA; eng. cond.

AM—960 kc

WSBT South Bend, Ind.—Granted CP make changes in DA-D; eng. cond.

AM—1350 kc

WADC Tallmadge, Ohio—Granted application to change main studio location from Tallmadge to Akron, Ohio.

AM—610 kc

KYES Butte, Mont.—Granted extension of completion date to Aug. 14 for construction of station 610 kc 1 kw, unl. subject to filing within this period an application for mod. CP specifying trans. site and ant. system meeting requirements, and advising that no additional time will be granted in event this condition is not fullfilled.

Hearing Designated

WISE Asheville, N. C. and WCTT Corbin, Ky.—Designated for hearing application of WISE to change facilities from 1230 kc 250 w, unl. to 680 kc, 10 kw-D 1 kw-N, employing different DA patterns for D and N use in consolidated proceeding with application of WCTT to change facilities from 1400 kc 250 watts, unl. to 680 kc 1 kw, unl. DA-N.

Petition Denied

KGBS Harlingen, Tex.—Denied petition for reconsideration and grant without hearing of its application; amended order of designation by changing issue no. 6; ordered hearing to be held July 6 in Washington.

Petition Denied

WQXR New York—Adopted memorandum opinion and order denying petition asking reconsideration of Commission action of Feb. 17 granting without hearing application of Patroon Bcstg. Co. Inc. to increase power of WPTR Albany, N. Y. Also adopted memorandum opinion and order denying petition asking reconsideration of Commission action of Feb. 2 granting without hearing application of Patrick Joseph Stanton to change facilities of WJMJ Philadelphia.

Test Approved

Suffolk Bcstg. Co., Patchogue, N. Y.—Granted authority to operate test trans. to secure engineering data in connection with June 2 hearing on its application for new station 1370 kc 500 w D, which involves interference with WBNX New York and WAWZ Zarephath, N. J. Test transmitter to be 50 w crystal controlled, operating on 1370 kc. Authority is for 30 days.

Petition Denied

WMIE Miami, Fla.—Denied petition by Lincoln Operating Co., trustee for Sun Coast Bcstg. Corp., and by Sun Coast Bcstg. Corp., requesting reconsideration of Commission action of Aug. 4, 1948, in designating for hearing application to transfer CP from Sun Coast Bcstg. Corp. to Lincoln Operating Co.

Assignment of License

KEPO El Paso, Tex.—Granted assignment of license from H. J. Griffith tr/as West Texas Bcstg. Co. to KEPO Inc., new corporation to be owned 52% by Griffith and 47% by newcomers; advised that such grant is not to be construed as final approval of Mr. Griffith's qualifications as licensee or of qualifications of corporation of which he is stockholder (Comr. Jones voting for hearing; Comr. Hennock voting to defer action).

May 16 Applications . . .

ACCEPTED FOR FILING

Assignment of License

KRAI Craig, Col.—Assignment of license from Newel S. Cahoon tr/as Craig Bcstg. Co. to Northwestern Colorado Bcstg. Co.

Modification of CP

WNER Live Oak, Fla.—Mod. CP new AM station for extension of completion date.

WTXL Springfield, Mass.—Same.

WMFD Wilmington, N. C.—Mod. CP new AM station to change frequency, increase power etc. for extension of completion date.

WFMJ Youngstown, Ohio.—Same.

License Renewal

WWCO Waterbury, Conn.—License renewal new AM station.

KWEI Weiser, Ida.—Same.

WLOK Lima, Ohio—Same.

Modification of CP

KKLA Los Angeles—Mod. CP new FM station to change studio location to Hollywood.

KOAD Omaha—Mod. CP new FM station to change ERP to 69 kw.

TENDERED FOR FILING

Modification of License

WKRG Mobile, Ala.—Mod. license to increase power from 1 kw-D 250 w-N to 1 kw fulltime.

Transfer of Stock

WRDW Augusta, Ga.—Transfer of present stock in WRDW to Radio Augusta Inc.

WGRV Greenville, Tenn.—Transfer of stock owned by Robert W. Rounsaville in Radio Greeneville Inc. to Paul O. Metcalfe.

Assignment of License

WRDW Augusta, Ga.—Assignment of license from Augusta Bcstg. Co., licensee, to Radio Augusta Inc. Contingent on grant of transfer of stock filed simultaneously.

Transfer of Control

WFOB Fostoria, Ohio—Transfer of control of Seneca Radio Corp., licensee, from Lawrence W. Harry to Andrew Emerine, Alfred Bersted and Arthur E. Kaubisch through purchase of 52.8% of common stock.

May 17 Decisions . . .

DOCKET CASE ACTIONS

AM—1400 kc

Announced proposed decision looking toward grant of application of Cleveland County Bcstg. Co. for new station in Norman, Okla., 1400 kc 250 w unl. cond.; and denial of applications of Norman Bcstg. Co. and University City Bcstg. Co. seeking same facilities. [Comrs. Jones and Sterling concurring in result; Comr. Walker dissenting, favoring University City Bcstg. Co.; Comrs. Coy and Hennock not participating.]

AM—1540 kc

By final decision and order, Commission [1] granted application of Roy Hofheinz and W. N. Hooper d/b as Louisiana Bcstg. Co. for new AM station in New Orleans, 1540 kc 50 kw-D and 25 kw-N, DA-DN cond.; [2] granted application of James W. Bradner Jr. tr/as Galveston Bcstg. Co. to change facilities of KGBC Galveston, Tex., on 1540 kc from 1 kw D to 1 kw-D 250 w-N, DA-N; [3] granted petition of Bayou Bcstg. Co. Inc. for leave to amend application for new station at Baton Rouge, La., 1540 kc, to specify 50 kw-D 10 kw-N DA-N, in lieu of 250 w unl.; [4] but denied said application of Bayou Bcstg. Co. Inc.; [5] dismissed without prejudice petition by KXEL Waterloo, Iowa, seeking certain protection on use of 1540 kc; [6] dismissed as moot petition for severance and grant filed by Galveston Bcstg. Co. [Comrs. Hyde and Jones dissenting, both voting for denial of Louisiana Bcstg. Co. application and Comr. Jones voting for grant of Bayou Bcstg. Co. application; Comrs. Walker and Sterling not participating.]

BY THE SECRETARY

WRJN-FM Racine, Wis.—Granted license new FM station; Chan. 264 (100.7 mc) ERP 15 kw, 265 ft.

Following were granted mod. CPs for extension of completion dates as shown: WRBL-FM Columbus, Ga. to 8-1-49; WAUX-FM Waukesha, Wis. to 9-15-49; WLWC Columbus, Ohio, to 12-16-49; WLWD Dayton, Ohio, to 12-4-49; WXEL Parma, Ohio to 10-31-49.

KSTB Breckenridge, Tex.—Granted assignment of license to Stephens County Bcstg. Co. Inc.

WSKB McComb, Miss.—Granted license covering change frequency, increase power, etc.

WHDH Boston—Granted license install old main trans. for aux.

WELI New Haven, Conn.—Granted license install new trans.

KRIS Corpus Christi, Tex.—Granted license covering change trans. and studio locations.

KOLT Scottsbluff, Neb.—Granted license increase power, etc.

KICM Mason City, Iowa—Granted license changes in vertical ant.

KBKO Portland, Ore.—Granted license new AM station and specify studio location; 1290 kc 1 kw D.

KFRE Fresno, Calif.—Granted license increase power etc.

WMCF Memphis, Tenn.—Granted license new FM station; Chan. 259 [99.7 mc] ERP 260 w 590 ft.

WJLN Birmingham, Ala.—Granted license new FM station; Chan. 284 [104.7 mc] ERP 23 kw 590 ft.

KRED Eureka, Calif.—Granted license new FM station; Chan. 242 [96.3 mc] ERP 46 kw —30 ft.

KLTI-FM Longview, Tex.—Granted license new FM station; Chan. 290 [105.9 mc] ERP 9.8 kw 425 ft.

WLDM Oak Park, Mich.—Granted license new FM station; Chan. 238 [95.5 mc] ERP 20 kw 430 ft.

WGCM-FM Gulfport, Miss.—Granted license new FM station; Chan. 268 [101.5 mc] ERP 3 kw 300 ft.

WLOG-FM Logan, W. Va.—Granted license new FM station; Chan. 277 [103.3 mc] 3.7 kw 725 ft.

KBOR Brownsville, Tex.—Granted license new AM station; 1600 kc 1 kw D DA.

KCFH Cuero, Tex.—Granted license new AM station; 1600 kc 500 w D.

WNOK Columbia, S. C.—Granted CP install new trans.

KWBE Beatrice, Neb.—Granted mod. CP for aproval ant. and trans. location and change type trans.

KBRS Springdale, Ark. — Granted mod. CP change type trans.

Following were granted mod. CPs for extension of completion dates as shown: WBIR Knoxville, Tenn. to 9-1-49; KMBC Kansas City, to 11-30-49; WHIO-TV Dayton, Ohio to 8-30-49; WGN-TV Chicago to 12-1-49; WNAC-TV Boston to 9-1-49; WKY-TV Oklahoma City to 10-1-49; WHIO-FM Dayton, Ohio, to 8-30-49; WNJR-FM Newark, N. J. to 12-7-49; KWGS Tulsa, Okla. to 6-8-49; KTSA-FM San Antonio to 9-9-49; KSBS Kansas City, Kan. to 11-16-49; KTOY Tacoma, Wash. to 7-2-49; KIMV Grant Township, Kan. to 10-1-49; WNOW-FM York, Pa., to 11-1-49; WCON-FM Atlanta, Ga. to 1-1-50; WBIK Chicago to 9-1-49.

KCOW Alliance, Neb.—Granted license new AM station; 1400 kc 250 w unl.

WPRP Ponce, P. R.—Granted license install aux. trans. at present side of main trans.

WHHH-FM Nied & Stevens Inc., Warren, Ohio—Granted request for cancellation CP FM station.

WBKB Chicago—Granted mod. for extension of completion date to 9-1-49.

WIRL Peoria, Ill.—Granted license changes in DA-D.

WEEU Reading, Pa.—Granted license use old main trans. for aux. 1 kw D.

KCOG Centerville, Iowa—Granted license new AM station; 1400 kc 100 w unl.

WBBC-FM Flint, Mich. — Granted mod. CP change type trans. and make changes in ant.

WCAT Rapid City, S. D.—Granted request to remain silent for period beginning 5-30-49 and ending not later than 9-12-49 in order to observe school vacation period.

WPEP Taunton, Mass.—Granted mod. CP for approval of ant. and trans. location, specify studio location and change type trans.

Following were granted mod. CPs for extension of completion dates as shown: KYOS Merced, Calif. to 7-7-49; KSOL Yuma, Ariz. to 12-1-49; WWRL Woodside, New York, to 10-30-49; KTSA San Antonio, Tex. to 7-1-49; KVME Merced, Calif. to 7-17-49; WTJS-FM Jackson, Tenn. to 8-1-49; KMBC-FM Kansas City, Mo. to 11-30-49; KDFC San Francisco, Calif. to 12-1-49; WROV-FM Roanoke, Va., to 11-5-49; WAAF-FM Chicago, to 8-14-49; KING-FM Seattle to 12-1-49; WBUT-FM Butler, Pa. to 8-1-49; WBIR-FM Knoxville, Tenn. to 9-1-49; WSUN-FM St. Petersburg, Fla. to 8-8-49.

WEWS Cleveland—Granted license for new commercial television station.

Western Plains Bcstg. Co. Inc., Area Colby, Kan.—Granted license new remote pickup KA-3218.

KGST Fresno, Calif.—Granted license for new AM station and to specify studio location; 1600 kc 1 kw D.

(Continued on page 78)

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• CLASSIFIED ADVERTISEMENTS

PAYABLE IN ADVANCE—Checks and money orders only. Situation Wanted 10c per word—$1 minimum. Help Wanted 20c per word—$2 minimum. All other classifications 25c per word—$4 minimum. No charge for blind box number. One inch ads, acceptable, $12.00 per insertion. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

BROADCASTING is not responsible for the return of application material (transcriptions, photographs, scripts, etc.) forwarded to box numbers.

Help Wanted

Managerial

"Our experience shows that the classified columns of BROADCASTING are a splendid source for obtaining experienced radio personnel. We were put in contact with a number of capable people—and obtained just the right man." Southwestern Publishing Company, Fort Smith, Arkansas.

Salesmen

Sales manager for Pennsylvania one kilowatt fulltime CBS affiliate, 100,000 population. Box 40B, BROADCASTING.

Salesman for West Texas station. Must be experienced in competitive market, city population and surrounding territory 150,000. Sky the limit on earnings if you want to work. No chair sitting job. Send full details, reference and photo in first letter. Box 126B, BROADCASTING.

Salesman wanted—1000 watt low frequency daytime station established over two years needs experienced, hardworking local salesman interested in making money on 20% non-sliding commission with drawing account. Large southeastern seaboard city with plenty of good local prospects. Box 127B, BROADCASTING.

Salesman—Idea man. East coast station looking for a good man to sell tough but good market. Draw against commission. Must have car. Tell all in first letter. No floaters wanted. Box 159B, BROADCASTING.

Salesman wanted—Capable of selling and servicing accounts and assuming responsibility for production. Large block of accounts immediately available. Box 196B, BROADCASTING.

Salesman—1 kw network affiliate has immediate opening for experienced, steady man for local accounts. Excellent immediate billing now running and good prospect list. Vacancy due to promotion in organization. Send complete information, picture and references WFDF, Flint, Michigan.

At the local level—I have two positions open. One man who had been with us approximately ten years has opened his own business; the other is a new position to be created. The first position is for a pure salesman or account executive. The other calls for managerial ability and formation of a sales staff to sell radio time to outlying territories surrounding Miami. Direct your answers to me personally, and if you have had no experience in topflight radio and sales do not answer. Frank Katzentine, Radio station WKAT, Miami Beach, Florida.

Several parttime salesmen for metropolitan New York area. WKBS, Oyster Bay, Long Island. Call Glen Cove 4-5200.

WSKB, McComb, Miss.—now on 5000 watt power—has immediate permanent positions for two experienced salesmen. Write or wire for appointments in New York or New Orleans. Give full details.

Salesman who can integrate himself into the operation of a small station in a highly competitive, but lucrative market. No corner cutters—just honest selling and selling ideas. Full information about you now please. P. O. Box 371, Richmond, Va.

Announcers

"I've always had a most satisfying response to Situations Wanted ads that I've placed in BROADCASTING. My recent ad for an announcing position pulled ten replies following its first insertion. It's about the most efficient way I know to find out just where the openings are. . . ." George Gerard, McComb, Mississippi.

Help Wanted (Cont'd)

Attention—Combination announcer-engineer with first class ticket. No radio school graduates or inexperienced men need apply. We want man who is strong on adlib with several years experience. Little engineering experience necessary. Top salary for market 500,000. Rush complete information, salary expected, audition disc to Box 111B, BROADCASTING.

Wanted—Announcer with pleasing voice. Experience not essential. State particulars and salary expected. Box 134B, BROADCASTING.

". . . you may be interested in knowing that in the couple of years I've used your columns, I've found without exception that every insertion has paid dividends. Undoubtedly others have found this to be true also, because I notice with each issue your classified section seems to get bigger . . . staff men like myself have come to depend on it more and more." Mart Wayne, New York, N. Y.

Announcer. Good pay and working conditions at 250 watt southern station for experienced announcer. Disc jockey, interview and adlib shows. Personality and showmanship important. Send full details including experience, recommendations, salary expected and voice recording if possible. All applications answered. Box 139B, BROADCASTING.

Staff announcer who has specialized in special events, quiz and interview shows. Send details, photo and salary expected. Large market Ohio station. Permanent. Box 181B, BROADCASTING.

Thoroughly experienced announcer with 1st class ticket for 3 months vacation work Virginia stations. Short shifts. Salary range $60-$75 weekly. Mid-June to mid-September. Box 186B, BROADCASTING.

Wanted—Announcer-engineer stressing good announcing. Send references and audition disc. KAVR, Havre, Montana.

"We appreciate very much your prompt handling of our classified ad seeking new announcers. Thanks to BROADCASTING's real "sock", we got enough replies to staff several stations. . . ." Dudley Tichenor, Manager, WNAO, Raleigh, North Carolina.

Announcer with first class license can earn above-scale wage with aggressive newspaper-radio organization in Oregon. Real money for real ability. IBEW conditions. Bud Chandler, KFLW-ABC, Klamath Falls, Oregon.

Wanted—Combination announcer-engineer with emphasis on announcing. CBS station. Send audition disc. WGWC, Selma, Alabama.

Wanted—One combination man at once, chance to continue college education at Miss. State College. WSSO, Starkville, Mississippi.

Technical

Combination engineer-announcer, one kilowatt fulltime CBS affiliate, announcing secondary, auto desirable, full details first letter, Box 373, Altoona, Pennsylvania.

Wanted—Engineer, active amateur preferred. Car desirable. Send qualifications to Chief Engineer, KENE, Belen, New Mexico.

"We have from time to time used the classified section of BROADCASTING, and I thought you would like to know that our recent ad for an engineer pulled seventeen replies. . . ." Charles P. Blackley, General Manager, WTON, Staunton, Virginia.

Production-Programming, others

Newsman—Experienced in gathering, writing and editing radio news needed, half time, to help teach radio news in accredited journalism school while doing graduate work, beginning September. Good start for teaching career. Write Box 88B, BROADCASTING.

Help Wanted (Cont'd)

Program director. With proven record in same capacity at top rated station. Detail past positions, salaries, attach snapshot, and attach outline of what you consider duties and responsibilities of position to be. Large market, midwestern network affiliate. Box 194B, BROADCASTING.

Sports editor for daily newspaper in New York metropolitan area who has experience and ability to develop an outstanding sports page and who has had some broadcasting experience. Full details in first letter please. Confidential. Box 158B, BROADCASTING.

". . . we have found it necessary, on many occasions, to use the classified section of BROADCASTING when in need of personnel replacements. In every instance, we have had numerous replies to our ads. . . . We can heartily recommend BROADCASTING's classified columns to stations as a media for obtaining personnel." Lester W. Lindow, General Manager, Radio Station WFDF, Flint, Michigan.

Newsman. Experienced in all phases, including local, authoritative air presentation. Metropolitan station background necessary. Give complete information in first letter. Box 193B, BROADCASTING.

Situations Wanted

Managerial

Successful manager—Ten years manager network affiliate plus broad experience all departments. Dependable career man. University graduate. Box 616a, BROADCASTING.

Desire station in red or one in tough market. Well educated, veteran, experienced all phases of radio. Box 920a, BROADCASTING.

General Manager independent station 100,000 group city past 5 years; previously salesman, seeks larger opportunity. Box 923a, BROADCASTING.

Owners—Finding just the right man in whom you can have faith and trust, and in whom you can have confidence to delegate authority to build, develop and manage your station, is next to impossible these days. Good proven station managers just aren't available. I know! I own the largest block of stock in a top market station, (it's making money) and I've had one H--- of a time replacing myself. My reasons for this move you'll appreciate and understand. They're bonafide. As an applicant I can substantiate a highly creditable record with the best of national connections. So, — if you're looking for just the right man to manage your radio property, I'd like to talk it over. If its new construction (I've been through it); if its poor operation (I've the proven facts); or if you seek a good reliable experienced manager (I'm a married man with two children and sober habits). Now, you probably figure that the type of man you want just isn't to be found through a blind ad, and to be truthful, I've always figured that way too. However, give it a try just this once. If you've a good bonafide proposition, I can hold up my end. It should prove mutually beneficial. Address Box 11B, BROADCASTING.

Will invest $5,000 with services. Manager independent, major market, past 5 years. Previously salesman, network station. Must have payoff possibilities for know-how. Box 97B, BROADCASTING.

Organizational and administrative ability. Broad radio background. First class license. Economy minded. Efficient. Licensed attorney. Box 135B, BROADCASTING.

Manager, now holding good job, but prefer western climate. 12 years radio, all phases, net and independent. Accent on local and national sales. College grad, married. Box 137B, BROADCASTING.

Expert engineer and manager, 37, degree, license, 15 years experience, 3 years newspaper radio director, capable any assignment AM, FM or TV. Perfect references, an outstanding man available because employer quitting radio. Suitable as manager, assistant manager, technical director or combination manager-engineer. A permanent capable, loyal supervisor at only $5600. Box 143B, BROADCASTING.

Situations Wanted (Cont'd)

Manager—Education, experience, temperament slanted toward successful operation. Commerce and law training. Young manager with hard business head and intelligent ability to sell individual and audience. Ref's include radio men in every broadcast endeavor. Box 148B, BROADCASTING.

Former net announcer—Interested in management side. Experienced programming and sales. Will travel for right permanent spot. Box 149B, BROADCASTING.

Assistant manager-program director. Business administration and dramatics in college. Eight years in radio, stage and film narration. Complete background on request. Box 155B, BROADCASTING.

"Our experience shows that the classified columns of BROADCASTING are a splendid source for obtaining experienced radio personnel. We were put in contact with a number of capable people—and obtained just the right man." Southwestern Publishing Company, Fort Smith, Arkansas.

Darn good money making manager can be had. Box 187B, BROADCASTING.

Manager, executive assistant or business manager—over 12 years mature administrative experience in both large and small, network and independent stations. Have been successful owner-operator. Thoroughly familiar with all departments. Starting salary secondary to future and permanence. South preferred. Top industry references. Married. University degree. Box 188B, BROADCASTING.

Manager—Sales manager, salesman. Experienced, good record, good references. Salary considered less important than opportunity. Box 190B, BROADCASTING.

Salesmen

Experienced air salesman with television training wants position progressive station. Good references. Also competent announcer. Box 55B, BROADCASTING.

Salesmanager—For TV or AM available Sept. 15. Practical station experience and N. Y. background. Former salesmanager independent in major metropolitan market. Know time and video sales. Wide knowledge of TV shortcuts may help you save money. Present position with N. Y. radio firm of national scope. Salary open. Box 156B, BROADCASTING.

Salesmanager or salesman, strong on sales, seeks medium sized market location. 13 years radio sales and management. Want guarantee for 90 days against straight commission. Box 180B, BROADCASTING.

Announcers

Announcer—Experienced all phases, strong play-by-play sports. Seeks AM deal with TV future. Top references, travel anywhere. Box 911a, BROADCASTING.

28 years old, good all-round staff announcer, wants permanent position immediately with opportunities. One year experience all phases. Prefer 350 mile radius of Chicago. Box 83B, BROADCASTING.

Yankees—Pass by. Announcing position in southern state desired. Available July 10. Four and a half years experience in west and north. No genius, but young, ambitious, and married. Would like permanent connection. Experienced in programming and news writing. Any offers? Box 101B, BROADCASTING.

Announcer—Experienced. Young, ambitious, willing worker. Boundless enthusiasm. Single. College background. Disc available. Box 122B, BROADCASTING.

An experienced sports announcer with two years of play-by-play and a college degree in journalism. I am presently employed in an executive capacity, but desire permancy in sports work. Money is secondary to a year-round job. If you desire someone that takes a personal interest in his work and is experienced in phases of broadcasting, I would appreciate hearing from you. Box 128B, BROADCASTING.

Combination announcer - engineer, single, hardworking, sober, best references. Box 131B, BROADCASTING.

Announcer. Young, single, versatile, school. Some experience. Willing to settle down and work hard. Box 136B, BROADCASTING.

Situations Wanted (Cont'd)

"I've always had a most satisfying response to Situations Wanted ads that I've placed in BROADCASTING. My recent ad for an announcing position pulled ten replies following its first insertion. It's about the most efficient way I know to find out just where the openings are. . . ." George Gerard, McComb, Mississippi.

Dependable, staff announcer, 27, married, pleasant voice with selling appeal. Tops in special events and sports. Box 138B, BROADCASTING.

Announcer. Available. Experienced. Age 24. Sober. Family man. Desire to settle in the east. Box 140B, BROADCASTING.

Announcer—Young, single, some experience schooling, versatile, willing to travel Box 142B, BROADCASTING.

Staff announcer, excellent selling voice. Best references. $75.00 minimum. Available after two weeks notice. Details by return mail. Box 145B, BROADCASTING.

Experienced sportscaster, play-by-play baseball, staff. Box 147B, BROADCASTING.

Experienced announcer — Exceptional, with clean, honest references. Disc and particulars. Box 150B, BROADCASTING.

Excellent announcer, golden personality, five years experience on net. Wants Illinois and vicinity. Will apply in person. Box 151B, BROADCASTING.

Sportscaster—Played 10 years of college, semi-pro and professional baseball, football and basketball. Experience, air check available. Box 157B, BROADCASTING.

Announcer—Wants to stay. Young, year experience, wants to make permanent home for family. Box 171B, BROADCASTING.

Experienced, hill-billy disc jockey. Sober, single, veteran. Musical background. Box 173B, BROADCASTISG.

Announcer—Five years experience. Desires opportunity to buy stock and advance on staff, new station. Box 178B, BROADCASTING.

Sports announcer. Ten years topflight play-by-play, sportscast. Box 191B, BROADCASTING.

". . . you may be interested in knowing that in the couple of years I've used your column I've found without exception that every insertion has paid dividends. Undoubtedly others have found this to be true also, because I notice with each issue your classified section seems to get bigger . . . staff men like myself have come to depend on it more and more." Mart Wayne, New York, N. Y.

Announcer—Two years college. Single, age 19. Inexperienced but willing to learn. Prefer small station in midsouth. Best references. Disc available. Carroll Calhoun, Roan Mountain, Tenn.

Newscaster—Graduate School of Radio Technique. Some experience. Also commercials and DJ. Willing to travel. Disc on request. Edward F. Egan, Oregon, Wisconsin.

Announcer—Presently employed. Desires advancement with large northern or midwest station. Box 179B, BROADCASTING.

Announcer—Experienced, capable newscaster, disc jockey, operates console. Desires position with progressive station. All offers considered. William Hunt, 2715 Division St., Chicago, Illinois.

Announcer desires position for summer months after June 10. Versatile—specialty-newscasting. Capable of console operation. Some experience in commercial radio and on network of eastern college broadcasting stations. Norman Morris, 5829 Woodbine Avenue, Philadelphia, Pennsylvania.

Announcers-newscasters, early-morning men and disc jockeys. Thoroughly trained in production, announcing, commercial narration, and newscasting. Forty to fifty to start. Pathfinder School of Radio Broadcasting, 1329 Oak St., Kansas City, Mo. Phone HA. 0473.

Situations Wanted (Cont'd)

Budding announcer, 23, comprehensive training in all phases radio, college graduate. Youth with desire and capacity for the furtherance of skill. Stan Schwartz, 1001 Ocean Avenue, Brooklyn, N. Y.

"We appreciate very much your prompt handling of our classified ad seeking new announcers. Thanks to BROADCASTING's real "sock," we got enough replies to staff several stations. . . ." Dudley Tichenor, Manager, WNAO, Raleigh, North Carolina.

Technical

First phone vet seeks engineer position midwest. All replies acknowledged. Box 66B, BROADCASTING.

Engineer first phone desires transmitter position AM, FM. Any location. Box 92B BROADCASTING.

First class radio telephone license, willing to travel, no experience, veteran, age 22, and single. Box 123B, BROADCASTING.

First class phone, Merchant Marine radio operator, salary secondary to opportunity to break into broadcast field, anywhere. Box 125B, BROADCASTING.

Chief engineer 18 years in radio, 6 years as chief, 5 years directional experience, construction experience including 50 kw. Prefer west or northwest, excellent references. Box 132B, BROADCASTING.

Combination man, first phone license, single, willing to travel, desires start in broadcast field. Box 141B, BROADCASTING.

Veteran—Holder of 1st class ticket, desires broadcast position in New England. Attended Chicago and Boston radio schools. Army Signal Corps technician and operator. Radio and television service experience. Box 144B, BROADCASTING.

Two engineers working together, with transmitter, studio and remote experience in stations up to 1 kw. Have construction experience. Both single, have cars and will travel. Box 160B, BROADCASTING.

Experienced engineer, installation and maintenance. Employed at present. Have good references and car. Complete details on request. Prefer south. Box 161B, BROADCASTING.

Chief engineer. Fully experienced; construction, maintenance, AM-FM. Can announce. Single with car. Box 168B, BROADCASTING.

Engineer, experience AM, FM, 8 years operation, maintenance, 2 years as chief, now employed. Desire permanent position, married. Box 175B, BROADCASTING.

First phone, experienced, 250 watt, desires station going into construction. Operators position desired. Box 183B, BROADCASTING.

First class license, inexperienced, graduate of electron school, veteran, willing to travel. Box 184B, BROADCASTING.

First class license—Graduate of Electronics School. No experience, veteran, willing to travel. Box 185B, BROADCASTING.

Transmitter operator, experienced, active amateur, veteran, married, desires permanent position in local or regional station with FM. Frank Daly, 628 Euclid St., Salem, Ohio.

Holder, first phone, veteran, 2 years schooling, will travel anywhere. Felix D'Ambrosio, 439 East 121 Street, New York City.

Engineer, 1st phone, 1st telegraph, 34, married, desires broadcast, FM or TV position. Graduate, Capitol Radio Engineering Institute. Prefer south Florida but other locations considered. Clay J. Roberts, Casey, Illinois.

Operator, first license, four years broadcast experience. Want transmitter job. Single. Age 30. Location not important consideration. Available immediately. Lewis Sherlock, Box 1161, Plainview, Texas.

Northwest area broadcast position first phone, telegraph permit, high school graduate, 2 years radio service experience, vet, age 22, married. Bruce A. Vincent, 2214 Dupont N., Minneapolis, Minnesota.

Situations Wanted (Cont'd)

"We have from time to time used the classified section of BROADCASTING, and I thought you would like to know that our recent ad for an engineer pulled seventeen replies. . . ." Charles P. Blackley, General Manager, WTON, Staunton, Virginia.

Production-Programming, others

Experienced program director-announcer-newscaster. College background. Desires midwest, west. Box 906a, BROADCASTING.

Grad television workshop has good theatrical and sports background but no TV experience. Need experience to get a job—but where can I get experience if no one will take a chance. Station or agency, not particular; married but will relocate. Box 42B, BROADCASTING.

Continuity writer wants assignments by mail. Specializing on spot announcements. Box 47B, BROADCASTING.

Wife wants to live in Texas. I want to live with wife. Therefore, one able news editor, newscaster, reporter available for southern assignment. Presently with midwestern network affiliate. Forceful delivery, good diction, college graduate. Further details from Box 95B, BROADCASTING.

University journalism graduate SPX member with experience in radio promotion publicity, continuity, production, and merchandising with a 5000 watter. Wants position in or near Washington—either station or agency. Box 129B, BROADCASTING.

Twelve years thorough experience all phases local radio except engineering. Offer me living wage in small west coast city and you'll get great buy in experience, enthusiasm for long range future. Forty and not footloose. Highest references. Strong newspaper background. Will put my heart into your job. Box 133B, BROADCASTING.

Program director-announcer. Experienced. $100. Will secure profits. Young. Box 146B, BROADCASTING.

Girl—23 years of age, six years experience in radio, traffic, promotion, secretarial. Want to leave west coast. Desires position in St. Louis or Chicago area. Home is in midwest. Box 154B, BROADCASTING.

Topnotch newscaster (former newspaperman BS). Expert rewrite plus excellent voice, delivery for TV, network or 5 kw or more offering compensation in line with proven ability. Box 163B, BROADCASTING.

Successful program director now employed midwest network regional. Seeks broader opportunity. Know all phases operation. Consider any responsible job. Box 165B, BROADCASTING.

Program director. Available now. Wide experience in operation, programming, construction of 1 kw, 250w. Wish to affiliate with station that needs hard interested worker. Best references. Box 166B, BROADCASTING.

Program director, well-rounded experience in competitive markets. Have ticket and net announcing experience. Desire connection with progressive station where advancement possible. Go anywhere, prefer west coast. Box 167B, BROADCASTING.

Program director—Reason for desiring change. First class deejee and producer. Box 172B, BROADCASTING.

My friends think I'm a genius. But I'm just a versatile June college graduate looking for a writing job in radio or television. Experienced. Single. Will travel almost anywhere. Can announce, too. Box 177B, BROADCASTING.

Program manager—Young, presently employed. Have just put eastern metropolitan independent fulltimer on its feet. Experienced both network and independent operations. Quality of work reflected by record achievement. Metropolitan station desiring professional, commercial programming, contact Box 192B, BROADCASTING.

Experienced continuity & script writer, director, announcer (combination) and actor. College graduate, currently college professor and chief writer of small independent station. Single, age 24, desire position in or near Manhattan, available for personal interviews. Box 195B, BROADCASTING.

". . . we have found it necessary on many occasions to use the classified section of BROADCASTING when in need of personnel replacements. In every instance, we have had numerous replies to our ads. . . . We can heartily recommend BROADCASTING's classified columns to stations as a media for obtaining personnel." Lester W. Lindow, General Manager, Radio Station WFDF, Flint, Michigan.

Situation Wanted (Cont'd)

Western entertainer. Electric Spanish guitarist, vocals, competent MC. Radio 12 years. Will work solo, with group or own band. Sober, dependable, qualified. Recently featured top Miami Beach station. Hal Clark, 2445 NW 38th Street, Miami, Florida. Phone 785744.

Continuity writers. Men and women trained in traffic, production, announcing and programming. Thirty-five to fifty week to start. Pathfinder School of Radio Broadcasting, 1329 Oak St., Kansas City, Mo. Phone HA. 0473.

Television

Announcers

TV announcer, sportscaster. Skilled other TV operations. Presently employed New York, available June 1. Box 988a, BROADCASTING.

Technical

Graduate RCA Institute 1½ years TV and sound broadcast course. Studied TV studio technique under chief engineer WABD. Have first phone. Would like position TV station; will accept FM or AM. Prefer Pacific Coast—willing to work anywhere. Not a drifter. Box 124B, BROADCASTING.

Engineer—Interested television station. Experienced broadcasting, marine, amateur, radar, photography, knowledge television theory, physics degree. Own car, single, 24. G. Fleer, 5702 14 Ave., Brooklyn, New York.

Production-Programming, others

Television writer, production assistant. Highly trained in all phases of television writing and studio operation. Formerly in AM, now in TV, so will consider combination deal. Box 130B, BROADCASTING.

TV know-how. Young, college degree, experienced in live studio production, good references. Box 174B, BROADCASTING.

Young man, 30, married, desires opportunity to learn television and build with it. Radio background includes dramatics and a year's experience in announcing, control operation, and engineering with commercial stations, plus over three years in army communications. Thirteen months' attendance at two radio schools, first class phone license, college and legal background. Available immediately. Box 176B, BROADCASTING.

For Sale

Equipment, etc.

New transmitter—10% off—Brand new 3kw Westinghouse FM transmitter. 2 crystals, 2 sets of tubes. Still in shipping crates. Ten percent off list price. Wire Box 182B, BROADCASTING.

2 each—WE 109A reproducer assembly complete, 712A bracket, with one spare 9B head. Quick sale $150 each. KWEI, Weiser, Idaho.

Collins 1 kilowatt transmitter, type 20-K; 2 years old; used only as auxiliary; spare tubes; $4500. WHDH, Boston.

For Sale—215 foot Wincharger type 101 tower with guys and base insulator but no lighting. Used, good condition. Make offer. WLDS, Jacksonville, Illinois.

For Sale—Tower, self-supporting, 179 feet, Blaw-Knox, used, good condition with lighting equipment. WOSH, Oshkosh, Wisconsin.

"Recently the "Friendly Group" had occasion to utilize your classified ad section. Frankly, I was agreeably surprised at the excellent response, and the purpose of the ad was accomplished in short order. Your classified section did the job!" John J. Laux, Managing Director.

Wanted to Buy

Wanted—Used equipment less than 18 months old for 250 watt or 1 kw installation. State lowest price. Box 189B, BROADCASTING.

Wanted—Wincharger type 101 180 foot tower, also 200 ft. tower any make. WILS, Lansing, Michigan.

Miscellaneous

Seeking partner willing to buy share of broadcasting station. $1000 will purchase an interest. Invest more if you wish. Write Box 152B, BROADCASTING.

(Continued on next page)

Miscellaneous (Cont'd)

"Parents and children"—Two 15 minute programs weekly prepared for radio from authoritative material. Sample script on request to Box 164B. BROADCASTING.

Employment Service

Openings now—11 announcer-technicians, 7 salesmen, 4 announcers, 3 chiefs, 2 women directors, 6 engineers, 1 program director, 3 DJ's. RRR-Radio-TV Employment Bureau, Box 413, Philadelphia.

Situations Wanted

Managerial

General or Sales Manager . . . 18 years experience. 11 years executive capacity. A real sales producer. Guaranteed results. Married, age 41. Starting salary immaterial, but must have potential in excess of $15,000 per annum AM or TV.

Reply Box 198B

BROADCASTING

Announcer

SPORTS ANNOUNCER specializing in fast-moving daily sports round-up. Background of successful network station experience since 1940. 3 years in Army. 30 years old, married, sober. Desire new position with net affiliate. Available for $400 per month on 2 weeks notice. Best references and audition disc available. BOX 199B, BROADCASTING.

Technical

TECHNICAL DIRECTOR
15 years in broadcasting industry. Excellent record in station installation, directive antenna measurements, studio design, recording operations, station maintenance and personnel supervision. Excellent references. Desire permanent position with growing organization, preferable with TV plans.
BOX 153B, BROADCASTING

For Sale

Equipment, etc.

USED BROADCASTING EQUIPMENT
G.E. model BT1A FM 250 watt transmitter with tubes. Will adjust to frequency and make ready to go. Gates 250C-1 transmitter AM 250 watts with tubes. Raytheon RC11 Console complete. Raytheon RA-10 limiter. General Radio 1181AR frequency monitor. Pair Presto model 64A latest type dual motor turntables. Will equip with pickups of your choosing. All used but in excellent condition and priced to move fast.
GATES RADIO COMPANY TEL. 522
QUINCY, ILLINOIS

For Sale (Cont'd)

APPLAUSE METER
Used one week
3' wide x 2' high
Red circular frame
Arrow in glass
PRICE $350.00
Delivered within 500 miles of Detroit
Write Wm. H. Pfau
4484 Cass Ave., Detroit 1

For quick sale—KRLD, Dallas has 300 foot triangular, Blaw-Knox, guy tower with base insulator, 30" across each side. In A-1 condition, only used for three months during emergency operation. Will sell for $1700.00 f.o.b., Dallas. This is 50% of original cost. Write or wire Clyde Rembert, KRLD, Adolphus Hotel, Dallas.

FOR SALE new unused equipment at 50% below cost.

1 Truscon H-30 286 foot self-supporting tower complete to last nut and bolt with A-3 lighting, base and sectionalizing insulators if desired.

1 GE BT1A 250 watt FM Transmitter
1 GE BP2A FM Freq/Mod Monitor
4 RCA BA2B Booster Amplifiers
1 RCA 86-1A Limiting Amplifier
1 RCA BA4C Monitor Amplifier
3 RCA "ON AIR" Lights

Used equipment also available at 70% below cost includes: RCA Varacoustic Microphones, WE 124D Line Amplifier, Presto "Y" portable recorder with head and amplifier, Radiotone R16 portable recording turntable with head.

WHHH, 2nd National Bank, Warren, Ohio

FOR SALE

100-250 watt RCA used transmitter, 178 foot IDECO tower and all other transmitting equipment necessary for you to begin operating a 100 or 250 watt station. Control room equipment not included.

Address BOX 170B, *BROADCASTING*

For Sale (Cont'd)

Station

FOR SALE
Five KW Station

- Good frequency
- CBS affiliation
- Earnings in excess of $50,000.

Price $450,000

- *Terms if desired.*

BOX 197B,
BROADCASTING

School

The SCHOOL *of* RADIO TECHNIQUE

• NEW YORK •
HOLLYWOOD • CHICAGO
America's Oldest School Devoted Exclusively to Radio & Television
Comprehensive Professional Day and Evening Courses in all phases of Radio and Television Broadcasting taught by Network and TV Professionals.
Moderate rates. Inquire!
Send for free Booklet B.
Approved for G.I. Training in New York and Chicago Branches.
NEW YORK 20, N.Y.: RADIO CITY, R. K. O. Bldg.
CHICAGO 4, ILL.: 228 S. Wabash Avenue
HOLLYWOOD 38, CALIF.: 6926 Melrose Avenue

WHITE HOUSE
Decay Sounds on WTOP Show

ACTUAL sounds, magnified 1,000 times, of White House structural disintegration were highlighted in the first of a new series, *Dear Mr. President*, which started May 13 on WTOP-AM-FM Washington. The sounds were recorded at the White House from a "microscope for sound" developed by the Naval Research Laboratory for use in hearing flaws in machinery.

Series, to be aired in four half-hour broadcasts, was conceived by John S. Hayes, WTOP general manager. Format for programs is a letter to President Truman, read by Narrator Maurice Jarvis, to help the President "catch up on some of the little out-of-the-way goings-on in Washington, the town, rather than Washington, the nation's capital." Tape-recorded sounds and interviews are worked into the script.

When informed of the series by Ted Koop, CBS Washington director of news and public affairs, Mr. Truman said he would try to listen to the shows, WTOP reports. Mr. Hayes also plans to bring the program to the President's attention and special transcriptions will be sent to the Chief Executive.

Dear Mr. President is written by Robert E. Nichols, WTOP-CBS newsman, and produced by Larry Beckerman. Music is by John Salb, WTOP staff organist who has played for five presidents in the White House.

Heads Omaha Ad Club

JAMES D. FARRIS of The Caples Co. was elected president of the Omaha Advertising Club May 12, succeeding Ned Reynolds, Carpenter Paper Co. Robert Howard, of Northwestern Bell Telephone Co., Omaha, was named vice president. Other officers are Kenneth Flint, second vice president; John J. Henry, secretary, and Walter A. Youngstrom, treasurer. First woman director in club history is May Yard, manager of Western Newspaper Union, Omaha.

Complete FM Radio Station
For Sale
At Best Price Offered

Equipment practically new, used less than two years. General Electric 3 kilowatt transmitter, effective output 8,700 watts. Have studio, transmitter, building and two acres of ground. Building 28 x 44.

Microphones, recording devices, extensive library of records, office equipment. Truscon Steel tower, 329 ft. high, etc. Will sell either as going station, or equipment to be removed. For further information, address

BOX 162B, BROADCASTING

Eastern Newspaper and Radio Station

Located in a choice and important single station eastern market. This seldom available combination offers an outstanding opportunity to the right buyer.

The newspaper is a good weekly, well edited and enjoys splendid local support.

The radio station is a dominant fulltime facility that is showing consistent gains in gross and profits. Primary coverage in excess of 500,000 population. Price for both properties $185,000.00.

CONTACT THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES

BLACKBURN-HAMILTON COMPANY, INC.

MEDIA BROKERS

WASHINGTON D. C.	DALLAS	SAN FRANCISCO
James W. Blackburn	711 Construction Bldg	Ray V. Hamilton
Washington Bldg.	S. Akard and Wood Sts.	Russ Bldg.
Sterling 4341-2	Central 1177	Exbrook 2-5672

YANKEE STRIKE

Network, IBEW Agree

THE two-week strike of 80 engineers at six Yankee Network stations [BROADCASTING, May 9, 16] was settled May 17 after an all-day conference between officials of the network and the International Brotherhood of Electrical Workers (AFL).

Provisions of the agreement are essentially the same as those in the contract which expired May 1. Terms include no wage reductions, no layoffs, and some improvements in working conditions. No specific improvements were announced.

Engineers whom the company had originally planned to drop from the payroll will be absorbed in the expanding television operations of the network, according to a joint statement issued by management and union representatives.

The engineers walked out May 3 in protest against a 20% wage cut after IBEW had rejected a proposal that 17 techincians in stations outside Boston be laid off. They were joined by 30 AFRA announcers and 11 news writers, members of the Boston Editorial Assn. (AFL), who refused to cross the picket lines.

Stations Affected

Stations affected were WNAC (AM, FM, and TV) Boston, WEAN Providence, WICC Bridgeport, WONS Hartford, WAAB Worcester, and WMTW Portland. All employes returned to work Wednesday morning.

At the signing of the agreement were John J. Regan, International vice president of IBEW; Russell D. Lighty, International Representative, IBEW, and George Hamilton, chairman of the negotiations committee.

Representing the Yankee Network were Thomas F. O'Neil, vice president and director; Linus Travers, executive vice president and general manager, and George Steffy, vice president. Taking part in the conferences was Charles Ray of the Federal Mediation and Conciliation Service.

WJLB SWITCH

Shifts to Foreign Programs

AFTER 13 months of "English programs only," WJLB Detroit May 21 returned to foreign language broadcasting, John L. Booth, president, announced last week. Reasons given for the switch were: (1) "Inroads made into spot business . . . by television, (2) general recession in business throughout the country, and (3) numerous strikes affecting local business in Detroit recently"

WJLB will broadcast for the following nationalities in their native tongue: Polish, Jewish, German, Italian, Greek and Lithuanian.

NEWLY-ELECTED president of Radio Executives Club (New York) [BROADCASTING, May 9] John J. Karol (center), CBS sales manager, is greeted by the outgoing president, Carl Haverlin, head of BMI. At left is William S. Paley, CBS board chairman.

PHILCO REPORT

Sales Down for Quarter

SALES of Philco Corp. in the first quarter of 1949 were $53,006,000 as compared with $58,661,000 in the first quarter a year ago, William Balderston, president, announced May 13.

Net income in the first quarter this year was $915,000 and was equivalent, after preferred dividends, to 49¢ per common share on the 1,678,779 shares outstanding on March 31, 1949. In the first quarter of 1948, net income totaled $1,959,000 after tax-paid reserves of $6,000,000 for inventory and $186,000 for future research development work. This was equivalent to $1.16 per common share on the 1,607,576 shares outstanding at the end of 1948, after preferred dividends.

"The sharp reduction in earnings in the first quarter of 1949," Mr. Balderston said, "was the result of reduced television output while production was changed over to our new wide-screen models with expanded viewing area, the heavy costs absorbed in . . . starting production of the entirely new 1949 line of refrigerators and freezers, and the more-than-seasonal decline in the radio business. . . . With the demand for television continuing strong, and our new facilities nearing completion, the outlook for our over-all business in television and refrigeration products looks quite favorable."

R. H. ALBER

Dies in Los Angeles

R. H. (Rudy) ALBER, 54, president of R. H. Alber Co., Los Angeles agency, died May 13 at St. John's Hospital, Santa Monica. He had been confined to the hospital for the past 15 days, following a heart attack.

Mr. Alber

Mr. Alber had been in the agency business for approximately 25 years and was well known in advertising and radio. Surviving are two sisters, Edith Alber and Grace Pixler, and a nephew, Robert Dutton. Agency will continue to be operated under direction of Pauline Hagen, vice president.

AFRA Labor Bill Fight

MEMBERS of American Federation of Radio Artists were urged last week to write their Congressmen demanding support of the AFL position on repeal of the Taft-Hartley Law. Such an appeal was made by George Heller, national executive secretary of AFRA who also is a member of the AFL legislative council. The latter organization has been active in the fight to repeal T-H.

Commercial

PAUL V. HANSON, former director of advertising at *Everywoman's Magazine*, has been appointed director of sales and advertising at Storecast Corp. of America, New York.

THOMAS HURLEY, formerly expediter for H. E. Brassert, steel mill consultant, has joined New York sales staff of Ra-Tel Representatives Inc.

WPLH and WPLH-FM Huntington, W. Va., have announced appointment of **Transit Radio Inc.**, Cincinnati, as their exclusive national representative, effective immediately.

JOHN McLEAN has joined sales staff of WHHT Durham, N. C.

GUNNAR MYKLAND of WBBM Chicago sales department is father of a girl, Margaret.

MICHAEL WATSON, KMPC Los Angeles account executive, is the father of a girl, April Gay.

ZELON (Zeke) WHITE, assistant commercial manager of KSUE Susanville, Calif., and Evelyn Socin have announced their marriage.

MARTIN POLLINS, WNJR Newark, N. J., sales representative, is the father of a girl.

GEORGE CRUMBLEY, traffic manager of WSB Atlanta, is the father of a girl, Cheryl Marie.

JEANNE McCLELLAN, assistant to sales service manager, KTSL (TV) Los Angeles, and Stuart Leonard have announced wedding plans for July 23.

MARTHA GASTON, KFOX Long Beach, Calif., account executive, and **CHARLES BIGELOW** of Facts Consolidated, Los Angeles, are to be married June 1.

Bakery Buys 'Ranger'

AMERICAN Bakeries Co. of Atlanta, formerly a spot radio user, bought its first regional network time last week, signing with ABC to sponsor *The Lone Ranger* on 35 stations on ABC's Southeastern network under a 65-week contract beginning June 13. Contract, covering Monday, Wednesday and Friday broadcasts at 7:30 p.m., was placed through Tucker Wayne & Co., Atlanta.

OUTLETS IN METROPOLITAN MARKETS

Highly Profitable
MIDDLE ATLANTIC
250 Watt AM-FM
Full-Time Independent

In The Black
SOUTH ATLANTIC
1000-Watt AM
Daytime Operation

SMALL PROPERTIES DIVISION

THE SMITH DAVIS CORPORATION

Smith Davis, *President* — Albert ZugSmith, *Exec. Vice-Pres.*

317 South Sixteenth Street — Phone KIngsley 6-1132

Philadelphia 2, Pa.

WBAY NOW WTTT

Campaign Plugs Call Change

FOLLOWING change in ownership, WBAY Coral Gables, Fla., has changed its call letters to WTTT, David H. Freedman, general manager, announced last week. Licensed to the Atlantic Shores Broadcasting Ltd., the station was sold in March by James A. Brown and ten others to a new firm headed by Richard Endicott, owner, Endicott Hotel, Atlantic City [BROADCASTING, March 21, 14].

An extensive promotional campaign was used to promote the call letter change, utilizing newspaper ads, billboards, airplanes and a horse drawn flat wagon. In addition, the station staged a half hour quiz show titled *The Quiz of Three T's*, and promotional jingles announcing the change were aired on a heavy schedule. Changes in programming will emphasize music and news format, Mr. Freedman announced. Commercially, the station has altered its rate schedule, eliminating separate rates for different time periods and setting up one rate throughout the day. A fulltime outlet, WTTT operates on 1490 kc with 250 w.

CJNT is call of new 250 w English-language station on 1340 kc at Quebec City. Owner is Jacques Narcisse Thivierge, formerly manager of CHRC Quebec. Station is to go on air on June 1.

The Swing is to WHB in Kansas City
10,000 WATTS IN KANSAS CITY
WHB AM FM
Represented by JOHN BLAIR & CO.
DON DAVIS, President
JOHN T. SCHILLING, Gen. Mgr.
MUTUAL NETWORK • 710 KILOCYCLES • 5,000 WATTS NIGHT

Production

NEAL VAN ELLS has been appointed chief announcer of WLWD (TV) Dayton, Ohio. He was formerly with WBOW Terre Haute, Ind., as announcer and news director.

GAIL COMPTON, resigns as farm editor of Chicago *Tribune* effective today (May 23) to join program staff of *RFD America*, a Louis G. Cowan production. He will serve as technical farm advisor and assistant to JOHN LEWELLEN, program director. He will headquarter at firm's Chicago office.

RICHARD ORTNER and RICHARD WYATT have been named production assistants at ABC-TV Chicago.

ROBERT A. HANSEN has been appointed program director of KSFO

Mr. Hansen

Mr. Spillman

San Francisco. He replaces KEITH KERBY, resigned [BROADCASTING, May 2]. Succeeding Mr. Kerby as acting program director of KPIX, TV affiliate of KSFO, is SANFORD SPILLMAN.

JIM LOUNSBURY, formerly disc jockey-announcer with WHAS Louisville and WLEX Lexington, Ky., will join WIND Chicago effective May 29.

BARBARA STILLSON, formerly continuity director of WRUN Utica, N. Y., has joined WPTR Albany, N. Y., in same capacity.

FRED GREENE, announcer at WHGB Harrisburg, Pa., for past three years, has joined announcing staff of KYW Philadelphia as summer replacement. Mr. Greene and Patti Cranford, former vocalist with Clarence Fuhrman and KYW Orchestra, have announced their engagement.

NORMAN EVANS, former announcer with WSID Essex, Md., has joined announcing staff of WAAM (TV) Baltimore.

FRED LEVINGS has resigned as program director of KMGM (FM) Los Angeles, to join Don Lee Network where he will handle *Cisco Kid*, Frederic W. Ziv Co. transcribed program. WILLIAM F. MacCRYSTALL, general manager of KMGM, will absorb Mr. Leving's former duties temporarily.

JIM LOWE, formerly with KWTO Springfield, Mo., as disc m. c. and announcer, has joined WIRE Indianapolis, in similar position.

DON BAKER, formerly with CBS New York, has joined KNX Hollywood, as vacation relief announcer.

HOMER CANFIELD, program manager for NBC Western Division, is the father of a girl, Kathleen.

SAM ZURICH, announcer at WIS Columbia, S. C., is the father of a girl, Kathleen Ellen.

SHARING in award of "Edgar" given by Mystery Writers of America to CBS' *Inner Sanctum* as radio's top mystery show [BROADCASTING, April 25] are (l to r) John Roeburt, show's principal writer; Hi Brown, producer-director, and Hubbell Robinson Jr., CBS vice president and director of programs. The statuette is a bust of Edgar Allan Poe.

RADIO AWARDS

9 Mass. Stations Honored

GEORGE FOSTER PEABODY radio awards were presented to nine Massachusetts stations last Wednesday at the annual dinner at Boston's Hotel Statler. Citations were awarded by Dorothy Kraus, Massachusetts Committee, George Foster Peabody Awards for Radio, for meritorious public service through locally originated broadcasts.

Awards went to these stations: for public service (stations over 1 kw)—WNAC Boston for *The Yankee Network Institute* and WLAW Lawrence for *This Week in the State House;* public service (stations 1 kw and under)—WSPR Springfield for *The WSPR Community Forum;* news and news reporting—WCOP Boston for *The Monitor Views the News* and WBZ Boston and WBZA Springfield for special broadcast of six programs, *Berlin Journal;* outstanding music—WBZ WBZA for carrying NBC program, *Dress Rehearsal*, and WBMS Boston for *Elsie Sears' Music Gallery;* outstanding drama—WNAC for carrying special program, *Great Scenes from Great Plays;* outstanding education—WHDH Boston for *Success Story* and WBZ WBZA for *Classroom Concert;* outstanding children's program—WBZ WBZA for *The Chimney Corner* and WCOP for *The Children's Songbag;* outstanding international program—WRUL (shortwave) for *Caravan Diary* and WTAG Worcester for *Town to Town.*

Honorable mention was made of program *Report to Boston* and overall news coverage of WCOP. Members of Massachusetts committee included, among others, Erwin D. Canham, editor, *Christian Science Monitor.*

Signs With KABC

AMERICAN Hospital and Life Insurance Co., with headquarters in San Antonio, has signed with KABC San Antonio to sponsor a Sunday afternoon musical show, *American Serenade*, backed with a heavy spot schedule during the week. This is the firm's first use of radio, according to KABC. The company serves a 12 state area with offices in 19 cities. Show, which features semi-classic and light opera music, was auditioned by 65 home office employes before its first airing. Agency for the insurance company is Pitluck Advertising, San Antonio.

A CHICKEN IN EVERY POT!
WHAT STATION CAN DO IT?

See Centerspread This Issue

ON THE AIR EVERYWHERE 24 HOURS A DAY

L. B. Wilson

WCKY

CINCINNATI

50,000 WATTS OF SELLING POWER

LIQUOR AD BAN
Langer Introduces Bill

LEGISLATION to outlaw alcoholic beverage advertisements on radio broadcasts, now pending in a House committee, was revived in a Senate bill introduced last Monday by Sen. William Langer (R-N. D.).

The measure (S 1847), identical to one authored by Rep. Joseph Bryson (D-S. C.) last January, was referred to the Senate Interstate & Foreign Commerce Committee for consideration. A source of perennial harassment to the industry, the proposal is given little chance by committee spokesmen for early action, not to mention eventual passage. The House counterpart bill has been languishing in House Interstate & Foreign Commerce, with little prospect of consideration. It has not been assigned to any subcommittee.

Both proposals would extend liability to advertisers and station operators alike, and cover beers, wines and liquors, the former two heavy users of radio. Newspapers, periodicals, newsreels, photographic films and records also would be affected.

ROYAL COMMISSION
Collecting Radio Data

CANADIAN ASSOCIATION of Broadcasters will present a brief for the independent broadcasting stations to the Royal Commission on Broadcasting which is expected to start sittings in August, at Ottawa. Independent stations are now sending in material on their public service programs, their program and talent development activities, and other operations to be used by the CAB executives in preparing the brief. Stations also are preparing individual briefs to be presented to the Royal Commission when sittings are held in or near the city where each station is located.

These briefs are considered of extreme importance, as the findings of the Royal Commission, probably late in 1950, will definitely set a policy for all phases of radio and television development in Canada. Procedure is expected to follow the 1929 Air Royal Commission which resulted in the present set-up of Canadian broadcasting with government and independent stations both in commercial radio broadcasting.

It's Easy

WFOX

to map a campaign in

MILWAUKEE

Milestones

► Franklin M. Doolittle, president and founder of WDRC Hartford, Conn., this month marks his 27th year with the station. He founded WDRC in 1922.

► Charles Messer, county agricultural agent in Cayuga County, N. Y., is observing his 23rd year of broadcasting over WMBO Auburn, N. Y.

► Harry Broderick, studio engineer at WDRC Hartford, Conn., is observing his eighth anniversary with station this month.

► John Ademy, singer-announcer-associate news editor, this month begins his third year of 6 p.m. Mon.-Sat. newscast on WCAO and WCAO-FM Baltimore.

► WLDY Ladysmith, Wis., celebrated its first birthday May 7. Station held open house at which 40 towns and cities were represented. Souvenir key chains and notebooks were given to all visitors.

* * *

CAKE commemorating completion of his tenth year of broadcasting for Pure Oil Co. is presented to H. V. Kaltenborn (r), NBC "dean of commentators," by Francis Marling, Pure Oil advertising director [BROADCASTING, May 9]. Anniversary dinner, given Mr. and Mrs. Kaltenborn at their home, also was attended by William Wedell of Leo Burnett Advertising, agency handling the account; William F. Brooks, NBC vice president in charge of news and international relations, and Mrs. Brooks.

GREENBERG
On Radio Service Marks

Radio Service Marks. Article by A. S. Greenberg, Feb. 1949 issue of Trade-Mark Reporter of U. S. Trade-Mark Assn.

THIS article should be of interest to nearly everyone in station management. The author is not only a contributing editor of the *Trade-Mark Reporter*, but is trade-mark attorney of RCA. The purpose of the article is to present the radio trade-mark, or as it is called in the new Lanham Trade-Mark Act of July 1946, the "radio service mark," in a setting of history, economics, legislative discussion and decided cases.

The article includes considerable references to source material for the history and eonomics of broadcasting. A complete transcript of the Lanham Act hearings relative to radio service marks is given. Finally, a discussion of all available radio "unfair competition" cases is included. Copies of this article may be secured from the U. S. Trade-Mark Assn. at 522 Fifth Ave., New York.

RADIO INSTITUTE
Set at U. of Calif.

TWO courses in television are among 10 courses scheduled for the eighth successive Radio Institute offered by U. of California in cooperation with NBC. Classes will run from June 20 to July 29.

Included are "Radio and Television Time Sales" and "Introduction to Television." Frank A. (Bud) Berend, NBC Western Division sales manager, instructs the former; latter is instructed by a staff including following KNBH (TV) Los Angeles executives: Harold J. Bock, manager; Robert W. Clark, engineering supervisor; Robert V. Brown, program manager; Edward H. Sobel, executive producer; Howard E. Johnson, production facilities manager. Other courses cover radio writing, directing, announcing and engineering.

READ *by more agency-advertiser executives than any other radio or TV journal*

Only **BROADCASTING** brings together the week in radio and TV. Spot news—largely unduplicated elsewhere—new business, agency-advertiser personnel changes, program, promotion ideas, talent news and costs . . . all easily read and quickly grasped.

ADVERTISERS read **BROADCASTING**—to know everything that will make their radio-TV advertising more productive, more economical.

ADVERTISING AGENCIES read **BROADCASTING**—to do a better, more complete job for their clients.

STATIONS, NETWORKS, SERVICES read **BROADCASTING**—to learn quickly and reliably what is happening, week by week, in their business.

If **YOUR business concerns radio-television, you need BROADCASTING-TELECASTING** — the only authentic reporter of every significant development in the field of mass radio communications.

$7.00 includes 52 weekly issues and the 1950 Yearbook.

Name

Street

City Zone State

I enclose _____ Please Bill Me ☐

BROADCASTING • TELECASTING NATIONAL PRESS BLDG. WASHINGTON 4, D. C.

McCALL CAMPAIGN
On Roosevelt Memoirs

RADIO and television spot campaign will be launched by *McCall's* magazine, New York, effective May 26, to promote the publication of Mrs. Eleanor Roosevelt's memoirs starting in the magazine's June issue.

The two week campaign includes 160 one-minute and 20-second television spot announcements on 22 stations in New York, Philadelphia, Boston, Washington, St. Louis, Chicago, Detroit, Cleveland, Minneapolis and St. Paul. Mrs. Roosevelt will appear on the screen via sound film shot at Hyde Park.

The one-minute radio announcements plus station breaks will be placed in 16 cities, the ten listed above plus San Francisco, New Orleans, Pittsburgh, Cincinnati, Houston and Atlanta.

Federal Adv. Agency, New York, is handling the campaign for *McCall's*.

KVAI to Join CBS

KVAI Amarillo, Tex., joins CBS July 15, the network announced last week. The new affiliate brings to 183 the total of CBS outlets. Owned and operated by the Plains Empire Broadcasting Co., the station is managed by Carl Benefiel. It operates on 940 kc with 1 kw fulltime. KVAI is also affiliated with Mutual.

FIRST... WHERE THERE'S MOST!

WJDX
NBC AFFILIATE IN Jackson MISSISSIPPI

Continually listed as one of the ten cities in the U. S. to hold and improve its financial progress, in the past ten years Jackson's total value of building permits has increased 601%. Here's a fertile field for your service or product and a top station to sell it.

5000 - DAY
1000 - NIGHT

19 YEARS' LEADERSHIP

Represented Nationally by the George P. Hollingbery Co.

NBC CHANGES
Drips Quits Central Div., Departments Shuffled

SHUFFLINGS in personnel continued at NBC Chicago last week [BROADCASTING, May 9] as William Drips, national farm director, resigned and the promotion department was integrated into sales.

Mr. Drips, director of agriculture since 1935, has supervised all of the network's farm shows and, specifically, the *National Farm and Home Hour* (Saturdays, 12-12:30 p.m. CDT), sponsored by Allis-Chalmers, Milwaukee. His resignation will go into effect as soon as work which he is now doing is completed, according to I. E. Showerman, vice president in charge of the Central Division.

Mr. Drips

Mr. Drips gave no reason for his leaving, and said he has no immediate plans. He succeeded Frank Mullen, the first national farm director. Mr. Mullen is now president of the G. A. Richards' stations. Mr. Drips will remain at his home in suburban Wheaton. His work will be handled by his former assistant, Paul Visser.

Promotion activities will be correlated with sales in the future, Mr. Showerman explained. David Lasley, network promotion director at the Central Division, will work with Paul McCluer, network sales manager. Harold Smith, who supervises local and spot promotion, will report to Oliver Morton, national spot sales manager.

Coincident with these changes, Norman Ross, m.c. on the *400 Hour* (five-a-week, 7-7:55 a.m. CDT) since 1937 on the network's o&o AM outlet, WMAQ, announced his resignation from the classical music show. The sponsor, the Chicago & Northwestern Railway, is considering new talent.

Mr. Ross has appeared on the program continuously except for three years during the war when he was a colonel on Jimmy Doolittle's Army Air Force staff in Europe and the Pacific. His substitute then, "Patsy" Gallicchio, may replace him again. Mr. Ross plans to keep his other show, *Music That Sings* (five-a-week, 8:30-8:45 a.m. CDT) on the same station and do freelance work. He had a sponsored show on WGN Chicago last year.

NBC CHICAGO
Moves To Ease N. Y. Space

NBC HOPES to move enough programs from New York to Chicago to free space in its New York headquarters for another television studio, it was reported last week.

First announcement of NBC's intention to transfer some shows to its midwestern studios came from Niles Trammell, NBC president [BROADCASTING, May 16]. A committee of NBC executives, including O. B. Hanson, vice president and chief engineer, and Thomas McCray, national program director, is at work on the problem.

The network believes it may be possible to shift not only sustaining but also commercial programs to Chicago, to relieve the strain on New York facilities. Considerable studio space is now available in Chicago, it was said.

Although the cramped situation in New York is acute, it was believed that the projected transfer of programs to Chicago would require a thorough investigation and that it would be some time before transfers began.

ARMY CONTRACTS
27 Let in Four Cities

RCA VICTOR Div., Harrison, N. J., is among the firms awarded contracts of $100,000 or more by Army Dept., National Military Establishment. Total of 27 contracts were let by government agencies in New York, Philadelphia, Detroit and Chicago.

RCA will provide 268,000 electron tubes costing $132,660. Other contracts: Western Electric Co., New York, 23 AN/FRC-10 radio sets, $2,376,072; Hallicrafters Co., Chicago, 700 R-274/FRR radio receivers, $259,905; Presto Recording Corp., Hackensack, N. J., 259 sound-locating sets, $1,097,192; Daven Co., Newark, 3,321 tube testers, $263,984.

Mrs. Samuel Kerner

MRS. SAMUEL KERNER, 35, wife of Samuel Kerner, formerly co-owner, KWIK Burbank, Calif., died May 11 in Temple Hospital, Los Angeles, following an accidental overdose of sleeping tablets. Besides her husband, she is survived by three children.

Jamming Reproduced

TO INFORM its listeners how the Soviet jamming of Voice of America sounds, WMCA New York has broadcast a transcription of a jammed program monitored by the State Dept. WMCA played the transcription of the garbled program on a 10:30 p.m. news show and then played a clear transcription of the program.

LOANS TO RCA
$40 Million Now Drawn

SIXTY MILLION dollars worth of loans have been taken from various investing institutions by RCA to prepay term bank loans amounting to roughly $40 million and to increase working capital, Brig. Gen. David Sarnoff, chairman of the RCA board, said last week.

RCA has drawn $40 million of the total $60 million loans it intends to get and will borrow the rest before Dec. 29, 1950, Gen. Sarnoff announced. The loans are being arranged through Lehman Bros., New York, investment bankers.

Promissory notes given by RCA will bear a 3% annual interest rate and will mature May 1, 1974. They will constitute the only long term debt of RCA, Gen. Sarnoff said.

Bank loans to be prepaid by the new loans mature from 1951 through 1956, according to Gen. Sarnoff. The $20 million additional that will be borrowed will be added to working capital and used for financing expansion.

Lever, GM Subscribe

LEVER BROS. Co. and General Mills Inc. are among the first national advertisers to enter subscriptions to TV-network Hooperatings, C. E. Hooper Inc. announced last Tuesday. The new service will begin its monthly publication June 23 and will cover May TV-network program audiences. Both daytime and nighttime sponsored shows will be included on an individual city basic as well as on a network basis.

"VIC" DIEHM SAYS:

Get in the Know-Now!

Yes, get in on your share of this $103,000,000 market now! Our 90% listening audience is a buying audience. Direct sales gains are the results of your WAZL spent advertising dollar. For further information contact

Vic Diehm c/o WAZL
or
Robt. Meeker Assoc.
521 Fifth Ave.
N. Y. C.

AFFILIATED WITH NBC - MBS

WAZL

THE VOICE OF PENNSYLVANIA'S HIGHEST CITY

Established 1932 - Hazleton, Pa.

Allied Arts

ROBERT L. BLISS has been appointed executive director of Public Relations Society of America Inc, New York. He succeeds VIRGIL L. RANKIN, who is joining faculty of Boston U.

TELEVISION Assoc., Chicago, has moved to E. Michigan St., Michigan City, Ind., from its Chicago sales office at 225 N. Michigan Ave. Business will continue to be handled by WILLIAM C. EDDY and KEITH KIGGINS at the new address.

A. MICHAEL KAHN, formerly art director of McCann-Erickson in Lima, Peru, has opened his own commercial art studio in San Francisco with offices at 617 Montgomery St.

Equipment

J. N. LOPES has been appointed director of public relations of Crosley Div., Avco Mfg. Corp., Cincinnati. He formerly headed public relations for Lewyt Corp., Brooklyn, N. Y. PAUL A. RYAN, who for past two years was Crosley's director of public relations, has been named manager of displays and exhibits.

JACK FERREN, after 16 years of work in personnel and industrial relations, has been named director of industrial relations for Zenith Radio Corp., Chicago. Mr. Ferren is former personnel director of Stewart-Warner and Vendo Co. in Kansas City.

GEORGE L. STAUDT has been appointed advertising and sales promotion manager of Harnischfeger Corp., Milwaukee (AC and DC welders).

MAGNECORD Inc., Chicago, announces addition of the PT6-JA, one-channel, two case portable unit, to its present line of magnetic tape recording and reproducing equipment.

GENERAL ELECTRIC Co., Schenectady, N. Y., has announced price reduction of three types of welded Germanium diodes. New suggested user prices are: For type 1N51 $1.65; 1N48 $1.90; 1N48 (Matched Pair) $5.85. Firm also announces reduction in price of four TV picture tubes in standard and aluminized (daylight) types. New list prices are 10-inch standard (10BP4) $41.50; same size with aluminized screen (10FP4) $44; 12-inch standard (12LP4) $60, and with aluminized screen (12KP4) $63.50.

FAIRCHILD RECORDING Equip. Corp., Whitestone, N. Y., has made available another unit to expand the "Unitized Audio System." Unit 628, diameter equalizer, automatically applies equalization necessary to compensate for loss in high frequency reproduction that occurs at inner diameters while recording at 33⅓ rpm.

FRIDAY 13th JINX

Day of Disruption For Networks

FRIDAY THE THIRTEENTH jinx rode rough-shod over networks when two ordinarily unrelated incidents, thanks to the intricacies of radio, became almost inseparable.

A series of explosions and fires in New York's Holland Tunnel at 9 a.m. touched off the day-long merry-go-round by disrupting network service for approximately a half-hour. At 2:07 p.m. an enthusiastic excavation contractor in Reno divorced the transcontinental lines of three of the major networks.

The first incident also affected television cables between New York and Philadelphia, and led network officials to expect extensive program switching over the weekend (May 14-15), but only ABC-TV reported loss of a video show. *Stand by for Crime*, Saturday night show originating in Chicago, was not seen in the East, and stations east of Cleveland had to substitute shows.

The two occurrences wreaked havoc at Mutual. Early, service was lost to Hazelton, Pottsville and Wilkes-Barre. The Reno affair affected the *Queen for a Day* program, emanating from Hollywood, which was lost at the break-point at 2:07 p.m. daylight time. When transcontinental lines were rerouted at 2:41 p.m., *Say It With Music* from Cleveland was on, the first 11 minutes of which went West only as far as Reno. Mutual's fun started when it attempted to repeat *Queen* for standard time stations—and very nearly accomplished it.

MBS, which tapes in New York, arranged with AT&T for special facility routing from Hollywood, which was accomplished as far as New Jersey. However, connection could not be completed into New York because of the morning tunnel explosion. *Queen for a Day* sponsors will be rebated for time, with Miles Laboratories receiving 50.3% rebate, and Philip Morris 100%.

ABC, which claims not to have been affected by the 9 a.m. break, had difficulties with the *Breakfast in Hollywood* program, 2-2:30 p.m. Ordinarily recorded in Chicago, the show on that day was recorded for repeat in Los Angeles, fed to Chicago for rebroadcast to eastern and central time zones. However, the first 15 minutes of the program was lost due to time involved in making last-minute arrangements. *Breakfast in Hollywood* is a cooperative program and rebates to sponsors are left to individual stations. *Bride and Groom*, scheduled 2:30-3 p.m., lost 3½ minutes of broadcast in mountain and daylight time zones, for which rebate will be made by ABC to Sterling Drug Co., the sponsor.

The Holland Tunnel fire affected CBS programs out of New York to the network from 9:07 to 9:24 a.m., but New York local shows were not affected. The Reno mishap did not affect Columbia.

NBC lines to stations on the Maryland leg district were hit by the tunnel conflagration from 9:12 to 9:24 a.m., affecting *Honeymoon in New York* and *Clevelandaires*. Areas affected were Lancaster, Reading, Easton, Allentown, Lewiston, Wilkes-Barre, Williamsport, York and Harrisburg, all Pennsylvania. Re-routing from 9:49 a.m. to 4:05 p.m. re-established the network's service after which routing was normal. The Reno break interrupted *Double or Nothing* from 2:08 to 2:30 p.m., affecting the entire live network during that period.

NBC Hollywood record of *Double or Nothing*, usually made for Honolulu feed, was transmitted to Chicago one hour later and fed back to regular play-back lines, so the entire program was repeated for standard time zones.

Campbell Soup, according to NBC, will not be charged for time lost in the daylight time zones.

Network executives are expected to keep their fingers crossed until the next Friday the thirteenth, which occurs in January 1950.

Technical

RAYMOND LIMBERG, member of NBC Chicago engineering staff 19 years, has been named maintenance supervisor at TV engineering division. He succeeds PAUL MOORE, now TV operations supervisor. Mr. Limberg is former RCA marine radio operator.

JAMES BARRY, LEONARD CLEMENTS, LOUIS HENNES, ROBERT PETERSON, HARRY SCHUMACHER and WILLIAM THOMAS have joined AM engineering staff at ABC Chicago. New personnel on the TV engineering staff are PAUL BIONDI, CLIFFORD BRAUN, JAMES EDWARDS, CHARLES KISER, HARRY McCOLL, EDWARD MOORE, ROBERT POPKE, ROBERT WADESON, MILLIARD WHITLOCK, NORBERT GREENE, FREDERICK SLINKARD and FRANK DUKEWICH.

RAYMOND M. SCHAEFER and ANNE ARNOLD have joined ABC Hollywood AM engineering staff. New additions to TV engineering staff include: ALBERT D. HAYWARD, transferred from ABC network engineering staff; ALLAN E. HESS and FRANK M. KENNEDY.

K. A. NORTON, chief, Frequency Utilization Research Section, National Bureau of Standards, Washington, spoke at May 20 session of dedication of new Electrical Engineering Bldg. at U. of Illinois. Ceremonies were held May 19-21.

RCA TUBE Dept., Harrison, N. J., introduced new test-equipment rack at Chicago Parts Show, May 17-20. It is designed to house any three pieces of RCA's matched line of test instruments.

AMPERITE Co., New York, has announced new microphone stand designed for puplit and footlight use.

COZZENS & FARMER, Raytheon broadcast equipment representative for Mid-West, is now located at 720 Main St., Evanston, Ill. Telephone: Davis 8-4800.

KSTP Minneapolis-St. Paul presented four special awards for scholarship achievement in Minnesota United Nations Assn. contest.

Art Lund
Campbell-Mithun, Inc.
Minneapolis, Minn.

Dear Art:

Even good ole Uncle Sam is 'stonished by wot goes on here in WCHS's home town! T'other day th' news told about how th' census takers are at work countin' biz-ness houses and that they wuz knocked fer a loop by wot they found! Uv course, they'd expected ter find some increase over ten years ago, but so fur they've found THREE TIMES as many biznesses as they'd expected! Yessir, th' territory kivered by good ole WCHS really has th' bizness — and WCHS really brings it in fer th' folks wot uses th' station!

Yrs.
Abe

WCHS
Charleston, W. Va.

KGW and KGW-FM
PORTLAND, OREGON
COMPLETE SCHEDULE
SIMULTANEOUS SERVICE
REPRESENTED NATIONALLY
BY EDWARD PETRY & CO.
NBC AFFILIATE

Promotion

LARGEST mail response in seven years was reported by WTMJ Milwaukee when 16,685 requests came in for free gourd seed offer. Packets of seeds were offered by Gordon Thomas on *Top o' the Morning* for 13 days in an annual feature to promote gourd-growing for decorative purposes. In 1943, when gourds were first given, there were 6,003 requests. Last year, the previous high, 15,173 listeners responded. Seeds are given in both spring and fall when the *Milwaukee Journal* station conducts gourd exhibits at its Radio City.

KOA Coverage

LATEST promotion piece for KOA-NBC Denver is folder distributed by NBC Spot Sales. Folder gives comparisons between KOA's area coverage and that of city's largest newspaper and nation's largest magazine. Maps of Colorado and surrounding states are used to illustrate comparisons.

'45 rpm Time'

COINCIDENT with release of RCA's 45 rpm record player, WKNA Charleston, W. Va., began airing its *RCA Victor 45 rpm Time*, half-hour dinnertime musical program sponsored by Van Zandt Supply Co., Huntington, W. Va. Arrangements for program and broad scale promotion plan were completed month in advance of record player's unveiling. Promotion plans included air promotion, bus cards, news pictures in Charleston store windows, newspaper ads, and articles and ads in *Listen*, WKNA's weekly radio news circular.

WTOP Top

SPINNING top, promoting its *Sundial* and *Moondial* disc shows, has been distributed by WTOP Washington. Done in black, white and red, copy on top states "Spin the Sundial in the Morning . . . the Moondial at Night." Both shows are conducted by WTOP personality Eddie Gallaher.

'Showroom' Promotion

PLANS for promotion of *Sammy Kaye Showroom*, sponsored by 915 Chrysler-Plymouth dealers throughout U.S., which debuted May 16, were underway when Mr. Kaye visited Indianapolis recently. Officials of WIBC Indianapolis, which carries show, introduced him to local dealers. Mr. Kaye also made series of transcribed announcements pointing up his show, and met with Easy Gwynn, WIBC's disc jockey, who outlined his plans for build-up of show.

A Little Bit More

"WHAT Does Arthur Godfrey Have That Ernie Tannen Doesn't Have?" is question being asked by Mr. Tannen, morning man at WGAY Silver Spring, Md. Listener with best answer will receive 21 prizes including 20 slightly used records and a table model radio with an unusual characteristic. "No matter where you turn the dial, the prize radio tunes in only WGAY." WGAY reports that to date best answer to question appeared in BROADCASTING in story on 1948 salaries at CBS. Mr. Godfrey received $258,450 less tax [BROADCASTING, May 9]. "That puts him considerably ahead of Ernie for 1948."

'Moving Day'

TO ACQUAINT people of new time of three of its shows, WOV New York carried large ad in New York *Journal-American* headed "Today Is Moving Day on WOV." Ad featured pictures of personalities who conduct shows, plus name of shows, new time, and notes on program content.

Tie-in With TV

NEWSPAPER promotion of its sponsorship of races from Garden City track over WFIL-TV Philadelphia is being used by Hornung Brewing Co., Philadelphia. Ads, which have appeared in all local papers, tie in company's past TV advertising with present campaign, such as its beauty contest, and also point up coming features to be heard on WFIL and WFIL-TV.

'Sewing Contest' Awards

SPECIAL awards broadcast honoring winners of Huntington (W. Va.) Dry Goods Co.'s "Sewing Contest" was aired recently over WSAZ Huntington. This is fifth consecutive year that store and WSAZ have cooperated in contest. First prize winning entries were forwarded to New York for judging in Ninth Annual National Sewing Contest.

Lobster Party

ANNUAL lobster party for agency and network executives was held by CKCW Moncton, N. B., at Royal York Hotel, Toronto, May 13. "Lionel the Lobster," CKCW trademark, was host to affair which has grown from small party to important annual affair, with repeat party at Montreal for broadcast-industry people in that city.

Sign-off Time

KYW Phliadelphia has purchased sign-off announcements on WPTZ (TV), same city. Purpose is to promote pivotal local programs in KYW's daily broadcast time—and to increase listenership during late evening post-television hours. Picture slides of personalities are featured along with recorded announcements by each personality. In addition to plugging his own show, he suggests that viewers turn to KYW for best in late evening radio listening.

Coverage Map

WDXB Chattanooga, Tenn.'s program schedule for first week in May carried station's coverage map plus statistics on sales, products, resources, and population in area.

Personnel

PAUL BARON, former program director of WHUC Hudson, N. Y., has joined WOKO Albany, N. Y., as promotion manager and supervisor of continuity.

PATRICE NEELY, formerly of KPRO Riverside, Calif., and KREO Indio, Calif., has joined KFI and KFI-TV Los Angeles publicity and promotion staff.

Feature of the Week

(Continued from page 20)

personally to say, "The broadcast was the best example of public service to a community that I have ever known through any means of public communication."

Taking its cue from public interest and radio's power to explain, AEC then scheduled a half-hour session on WATO the day rent increases were announced. Listeners were invited to phone or write requests to be answered on the air by commission officials.

Deluge of Calls

The deluge of calls tied up WATO lines for a 10-hour period, according to Mr. Pengra. So many questions were received that the program had to be extended an additional hour—and even then, not all were answered.

Mr. Pengra observed: "I thought we hit our peak back on March 19 when we originated six hours of special remote pickups when the gates of Oak Ridge were officially opened to the public. We gave it the works with the help of six Knoxville stations and their staff men.

". . . But that explosion was minor compared to the roar that went up over the rent increases. Maybe we violated a lot of rules of good broadcasting, but the people of the atomic city . . . want to hear exactly what the man said. That's what we're trying to furnish them at WATO."

SALES TRAINING
Conducted by BAB Proposed

PROPOSAL that NAB's new Broadcasting Advertising Bureau conduct a sales training seminar has been advanced by Walter M. Windsor, WGBA and WGBA-FM Columbus, Ga.

Stations would send sales people to the NAB seminar at their own expense, with instruction talent and materials furnished by NAB, under the plan. Seminars could be held periodically, and possibly rotated among NAB districts. They would provide salesmen with basic facts needed in contacting clients.

The idea might include a placement service for qualified persons. Mr. Windsor points out that many stations urgently need trained salesmen and would welcome NAB assistance. "You will be doing two big things," he said, "selling American business on radio more correctly and more quickly than ever before and providing the member stations with manpower to lick the critical salesmen shortage and the synonymous critical client shortage."

PASADENA, Calif., Institute for Radio is offering two full scholarships to graduates of California junior colleges to begin with the term opening June 20.

for NETWORK CALIBRE PROGRAMS

. . . at local station cost

See your station representative or write

LANG-WORTH feature programs, inc.

113 W. 57th ST., NEW YORK 19, N. Y.

Serving Fort Worth AND Dallas, the South's richest single radio market.

WBAP THE STAR-TELEGRAM STATION SINCE 1922 FORT WORTH & TEXAS

AM - FM - TV

FREE & PETERS, Inc.
National Representatives

CAB AGENDA

To Meet June 13-16

TENTATIVE AGENDA for 15th annual meeting of the Canadian Assn. of Broadcasters features open meetings on selling, new developments in broadcasting and television and the agency side of the industry. Closed business meetings are on the agenda for the last two sessions of the four day meet—June 13-16 at the Algonquin Hotel, St. Andrews, N. B.

First morning's session will include address of welcome from G. R. A. Rice, CFRN Edmonton and CAB board chairman, followed by report from the CAB general manager, Jim Allard. Lou Phenner, president of Bureau of Broadcast Measurement, will conduct annual meeting and election of officers for 1949-50 for his group.

Monday afternoon session includes talk by R. M. Campbell, vice president, J. Walter Thompson Co., Toronto, on "The Agency Executive Looks at Broadcasting," followed by "New Forms of the Broadcasting Art" by Stewart Finlayson, general manager of Canadian Marconi Co., Toronto. A panel on publicity for radio also is scheduled for the afternoon.

Tuesday morning starts with a "Report on Surveys" by Walter Elliott of Elliott-Haynes Ltd., Toronto, and talks on television development and possibilities. Afternoon session will consist of panel sessions on "Selling the Industry"; "Keeeping Posted" and "Report from Advisory Committee."

Wednesday morning's open session will deal with spot programs. Wednesday afternoon will be a closed session for CAB members only, dealing with a report on BMI Canada Ltd., and plans for representations to the Canadian Parliamentary Committee on Radio Broadcasting and to the Royal Commission on Radio and Television.

Thursday morning's closed session wil be devoted to discussions on the forthcoming NARBA conference, with George Chandler, CJOR Vancouver, presiding. There also will be a report by Bill Guild, CJOC Lethbridge, on rate structure, and reports on performing rights fees. Election of directors and various administrative matters will be handled.

Entertainment at the convention includes cocktail parties by Canadian National and Canadian Pacific Telegraphs, and Canadian Marconi Co. Annual banquet on Tuesday, June 14, is to be addressed by a Canadian, not yet announced.

ADVERTISERS, in 1948, spent $100 million for spot time.

BROADCASTING has at least one paid subscription going to 87% of the advertisers and agencies (regional and national) who placed this spot business.

AIR PATROL

4,000 in Emergency Network

SPEECHES at the annual dinner of the Civil Air Patrol Convention in Washington's Statler Hotel May 11 were carried over "the world's largest radio network." Operated by the Communications Div. of CAP, an auxiliary of the U. S. Air Force, the network numbers nearly 4,000 stations throughout the country and expects to have 5,000 licensed by July 1. Goal is 10,000 by the end of this year, according to Edwin Hullinger of the CAP public information office. Dinner speakers included high Air Force officials and an unexpected visit from President Truman, who spoke over the network.

Headquarters for the network are at Bolling Field, in Washington, D. C., with Maj. Arthur Rhodes, director of the Communications Div., in charge. Maj. Rhodes is largely responsible for development of the network, whose purpose is to form a basis for air activity.

In its first year of operation, the network has demonstrated its effectiveness repeatedly by keeping up communications in disaster localities, Mr. Hullinger said. It is capable of maintaining effective communications on a local, regional or national basis even if all existing radio, telephone, telegraph and electric power systems were destroyed, he added, as most of the stations are mobile units and have their own portable power plants.

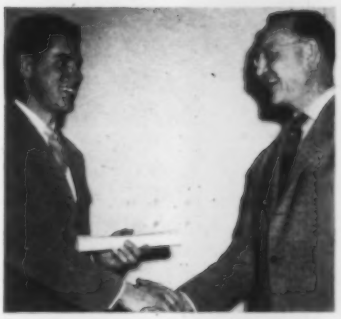
COLLEGE NETWORK

4-Point Plan for Future

THE IVY NETWORK, composed of five northeastern university stations, has formulated a four-point program for the future following second annual meeting of its representatives and CBS executives in New Haven, Conn.

Program includes the following: Exchange of programs among the five stations (WYBC, Yale U.; WPRU, Princeton U.; WDBS, Dartmouth College; WHRV, Harvard U., and WXPN, U. of Pennsylvania), coordinated broadcasting of football and basketball games at the member colleges, formation of an audience research department and formulation of a sales and advertising policy.

CBS executives who participated in the discussions were: Howard S. Meighan, vice president and general executive; David Sutton, television sales manager; Robert Kalaidjian, employment manager, and William B. Lodge, vice president in charge of general engineering.



WMT Cedar Rapids $1,000 farm radio scholarship for study at Iowa State College, Ames, goes to Robert Crom (l), shown receiving congratulations from K. R. Marvin, head of Iowa State's technical journalism department. Mr. Crom, a junior at Iowa State and active in 4-H club work for eight years, has spent nearly all his life on a purebred Hereford cattle farm near Hampton, Iowa. WMT inaugurated its plan of giving annual farm radio scholarships three years ago.

NEWS EDITORS

Meet June 25 at Kent U.

FIRST annual radio news editors conference will be held June 25 at Kent State U., Kent, Ohio. Sponsored by the Ohio Assn. of Radio News Editors in cooperation with NAB, the one-day session will be highlighted by a tailor-made television film, "Television — What Will It Mean to You?" Film was prepared by Floyd Weidman of WEWS(TV) Cleveland.

Scheduled speakers include Arthur Stringer, NAB staff director, who will open the morning session with an address on "Raising the Sights of News Editors;" Robert Mason of WMRN Marion, Ohio, speaking on the importance of news in programming, and Bill Crooks, WFMJ Youngstown, "Radio Newspaper Affiliates—Cooperation or Competition." Charles Day, news director of WGAR Cleveland and president of OARNE, will preside over the luncheon and introduce the speaker, Dave Keesler of WHAM Rochester.

In addition to the television film, the afternoon meeting will open with a general "gripe" session. National wire sevices have been invited to send representatives to answer questions of radio newsmen. Robert French, general manager of WVKO-FM Columbus and conference director, will monitor the session.

Afternoon meeting will close with an analysis of the legal aspects of radio broadcasting by Paul Gingher, a Columbus attorney. Eugene Carr, director of radio for Brush-Moore newspapers, will serve as toastmaster for the evening banquet at Akron's Mayflower Hotel. Speaker for the banquet has not been announced. Registration for the conference is now open to station managers, program directors and radio newsmen in Ohio, western Pennsylvania and eastern Michigan. Further information can be obtained from Prof. Carleton J. Smith, executive secretary, Kent State U.

NAB INDOCTRINATES

New Directors in Functions

FIVE of the six new NAB directors who took office at Chicago last month have been given a two-day indoctrination at Washington headquarters. All NAB department heads and most assistants took part in the proceedings.

The new directors heard the work of each department explained in detail. A chart was drawn to show how NAB information now flows to member stations from NAB management through the various departments to the publications committee, and finally to the Dept. of Publications & Public Relations headed by Robert K. Richards. From that department the bulletins and information summaries go to station management and thence to the appropriate station operating departments.

Attending the indoctrination were these new directors: James D. Shouse, WLW Cincinnati; Kenyon Brown, KWFT Wichita Falls, Tex.; Merrill Lindsay, WSOY Decatur, Ill.; Frank U. Fletcher, WARL Arlington, Va., and Glenn Shaw, KLX Oakland. Allen M. Woodall, WDAK Columbus, Ga., was unable to attend.

LeROY MILLER, WFIL Philadelphia entertainer, is sponsoring the "Pirates," baseball team, of Philadelphia's Funfield Recreation Center, providing uniforms and other equipment.

97,410
RADIO HOMES

KMLB
MONROE, LOUISIANA

The station with more listeners in Northeastern Louisiana than all other stations combined!

5,000 WATTS DAY
1,000 WATTS NIGHT

National Representatives
AMERICAN BROADCASTING CO.

FCC Actions

(Continued from page 66)

Decisions Cont.:

WTOL Toledo, Ohio—Granted CP install new trans.

KGCX Sidney, Mont.—Granted CP make changes trans.

WLOW Norfolk, Va—Granted CP reinstate CP install FM ant. on AM tower.

KDON-FM Monterey, Calif.—Granted mod. license change studio location to Salinas, Calif.

KSAL Salina, Kan.—Granted mod. CP change trans. location.

WPKY Princeton, Ky.—Granted mod. CP for approval ant. and trans. location and change type trans.

Following were granted mod. CPs for extension of completion dates as shown: WCAR Pontiac, Mich., to 12-1-49; WFNS-FM Burlington, N. C. to 8-10-49; WIBG-FM Philadelphia to 12-1-49; WCBT-FM Roanoke Rapids, N. C. to 8-15-49; WGNB Chicago to 12-1-49; WUOA Tuscaloosa, Ala. to 11-27-49; KSCJ-FM Sioux City, Iowa to 11-30-49; WFIL-FM Philadelphia to 7-31-49; WCFL-FM Chicago to 11-19-49.

WTUX Wilmington, Del.—Denied petion to continue hearing scheduled May 23.

May 17 Applications . . .

ACCEPTED FOR FILING

AM—710 kc

WKRG Mobile, Ala.—Mod. license increase power from 1 kw-D 250 w-N to 1 kw unl.

License for CP

KJCK Junction City, Kan.—License for CP new AM station.

AM—1480 kc

Lakewood Bcstg. Co., Dallas, Tex.—CP new AM station 1470 kc 500 w D DA AMENDED to request 1480 kc 1 kw unl. DA-DN.

Modification of CP

KFPW-FM Fort Smith, Ark.—Mod. CP new FM station for extension of completion date.

WREV Reidsville, N. C.—Same.

WEHS Chicago—Same.

WHDH-FM Boston—Same.

WBAB-FM Atlantic City, N. J.—Same.

WROW-FM Albany, N. Y.—Same.

WFDR New York—Same.

WCHA-FM Chambersburg, Pa.—Same.

WHAT-FM Philadelphia—Same.

KDNT-FM Denton, Tex.—Mod. CP new FM station to change from Class B to Class A. Channel 288 (105.5 mc) ERP 766 watts.

License for CP

WMBO-FM Auburn, N. Y.—License for CP new FM station.

WOAY-FM Oak Hill, W Va.—Same.

Modification of CP

WTTV Bloomington, Ind.—Mod. CP new Commercial TV station for extension of completion date.

KRLD-TV Dallas—Mod. CP new commercial TV station to change ERP from 15.1 kw vis. to 15.8 kw vis. and 7.5 kw aur. to 7.89 kw aur.

TENDERED FOR FILING

Assignment of CP

WEDR Birmingham, Ala.—Assignment of CP from E. M. McElroy and J. E. Reynolds d/b as Magic City Bcstg. Co. to Magic City Bcstg. Co. Inc.

AM DELETIONS

AM—1280 kc

KDEF Frank Quinn, Albuquerque, N. M.—DELETED effective May 17 CP new AM station 1280 kc 1 kw D.

WOST Sparta Bcstg. Co., Sparta, Tenn.—DELETED effective May 17 CP new AM station 1050 kc 1 kw D.

May 18 Decisions . . .

DOCKET CASE ACTIONS

AM—1490 kc

Commission announced its final decision granting application of East Liverpool Bcstg. Co. for new station at East Liverpool, Ohio, on 1490 kc, 250 w unl. cond. and denying application of Radio Courier Inc., seeking same facilities.

AM—740 kc

Commission announced proposed decision looking toward grant of application of Texas Star Bcstg. Co. for new AM station in Dallas, Texas, on 740 kc 10 kw-D 5 kw-N DA-DN eng. cond. and denial of application of KTRH Bcstg. Co., now operating KTRH, Houston, 740 kc, 50 kw unl. DA-DN, to change daytime DA. Commission denied petition by Texas Star Bcstg Co. filed during proceedings, to dismiss application of KTRH.

AM—1470 kc

In final decision Commission denied application of United Bcstg. Corp. for new AM station Pittsburgh, Pa., on 1470 kc 5 kw D 1 kw N.

BY COMMISSION EN BANC

Hearing Designated

WGBG Greensboro, N. C., and WBBB Burlington, N. C.—Designated for hearing application of WGBG to change facilities from 980 kc 1 kw D to 950 kc, 1 kw unl. DA-2 in consolidated proceeding with application WBBB to change from 920 kc 5 kw D to 950 kc 1 kw unl. DA-2, granted petition of The Evening News Assn. Inc., licensee of WWJ Detroit, and made WWJ party to proceeding.

Petition Granted

Suffolk Bcstg. Corp., Patchogue, N. Y.—Granted petition requesting continuance of hearing on application new station hearing continued from June 2 to June 29; amended order of hearing to remove from issue no. 1 reference to legal qualifications of applicant.

KWEW Hobbs, N. M.—Granted petition for waiver of sec. 1.363 and accepted for filing application for CP to increase power KWEW from 100 w to 250 w.

Proposed Amendment

Commission proposed to amend Parts 0 and 1 of Rules and Regulations so as to permit licensees and permittees of standard broadcast stations to initiate live programs for foreign broadcast or make transcriptions of programs intended for rebroadcast by foreign stations, without making formal application therefor (now required on FCC Form 308), provided such programs are broadcast in this country at same time or later. Statements or briefs on this proposal may be filed with Commission by June 30.

Transfer of Control

KVAI Amarillo, Tex.—Granted voluntary transfer of control from Lonnie J. Preston, Alice Howenstine and V. M. Preston to R. G. Hughes, involving sale of 56.4% of stock for $30,000 minus certain adjustments.

Stock Transfer

KTRI Sioux City, Iowa—Granted consent to transfer 125 stock shares, representing negative control, from Dietrick Dirks to licensee corp. for $75,000.

Transfer of Control

WTPR Paris, Tenn.—Granted transfer of control from Earl W. Smith, Roy W. McKinney and Parkman R. Freezor to 58 persons for $47,000 plus other considerations; conditioned to transferees Elroy Scruggs, John Reeves, Lola Elliott, Mary Scruggs, Estate of Nadine Highfill, Julia and W. B. McIntosh, Noel Compton and E. C. Russell surrendering CP of Paris Bcstg. Co., for new AM station in Paris.

KTOW Oklahoma City — Granted transfer of control from 11 persons to 11 others through issuance of additional stock to be distributed among existing stockholders; no profit involved.

Petition Denied

KPMO Pomona, Calif.—Denied petition of Dean H. Wickstrom partner in licensee and Warner H. J. Sorenson, partner with Wickstrom in proposed assignee company, requesting reconsideration and grant without hearing of application for renewal of license and assignment of license of KPMO.

AM—1240 kc

Cecil W. Robert, Nevada, Mo. — Granted CP new AM station to operate on 1240 kc 250 w unl. eng. cond. estimated cost $12,588 exclusive of land and building.

Hearing Designated

LaGrange Bcstg. Co., LaGrange, Ill.—Designated for hearing application for new AM station on 1300 kc 500 w D.; made WMRO Aurora, Ill. and WOOD Grand Rapids, Mich., parties to proceeding.

AM—980 kc

Peoples Bcstg. Co., Minneapolis, Minn.—Granted CP for new AM station on 980 kc 500 w; estimated cost $53,850.

AM—1280 kc

Blake-Formby Bcstg. Co., Snyder, Tex.—Granted CP for new AM station on 1280 kc 500 w D; eng. cond. estimated cost $24,222.

AM—1590 kc

W. H. Greenhow Co. Inc., Hornell, N. Y.—Granted CP for new AM station to operate on 1590 kc 1 kw D estimated cost $14,459 exclusive of land and studio equipment.

AM—1420 kc

Chester County Bcstg. Co., Coatesville, Pa.—Granted CP for new AM station on 1420 kc 1 kw D; estimated cost $40,000.

AM—1280 kc

Wythe County Bcstg. Co., Wytheville, Va.—Granted CP for new AM station on 1280 kc 1 kw, D eng. cond. estimated cost $21,955.

AM—1010 kc

KAMQ Amarillo, Tex.—Granted CP change hours of operation from D to unl. and to operate night with 500 w DA (station operates on 1010 kc with 1 kw day); eng. cond. and subject to further cond. that applicant accept such interference as may exist in event of grant of pending application of Gila Bcstg. Co. for new station at Winslow, Ariz.

Hearing Designated

KGDM Stockton, Calif.—Designated for hearing application for extension of completion date from March 21 to Sept. 21 on construction authorized to increase power and make changes on DA-N and install new trans. in same proceeding with application for extension of time to complete TV station.

WPCF Panama City, Fla.—Designated for hearing application mod. CP for approval of ant., trans. and studio locations and to change type of trans.

Voice of Cullman, Cullman, Ala., and Oneonta Bcstg. Co., Oneonta, Ala.—Designated for hearing application of Voice of Cullman for new station at Cullman to operate on 910 kc 500 w D in consolidated proceeding with Oneonta Bcstg. Co. application for new station at Oneonta to operate on 910 kc 1 kw D made WKAX Birmingham, Ala. party to proceeding.

FM—89.3 mc

P. G. Beauregard School, New Orleans, La.—Granted CP new non-commercial FM station; (89.3 mc) Channel 207; 10 w, subject to cond. that applicant file complete performance measurements on station indicating that operation will provide satisfactory service, and that such measurements be approved by Commission; estimated cost $2,150 exclusive of land and building.

FM—88.1 mc

Ithaca College, Ithaca, N. Y. — Granted CP new non-commercial FM station; frequency Channel 201; (88.1 mc) 10 w; estimated cost $2,850 exclusive of land and building.

Gila Junior College of Graham County, Thatcher, Ariz.—Granted CP new non-commercial FM station; frequency Channel 201 (88.1 mc); 10 w; estimated cost $2,000 exclusive of land and building.

STA Granted

WMGY-FM Montgomery, Ala. — Granted STA for waiver of sec. 3.261 to permit WMGY-FM to operate four hours daily beginning at the sign off time of AM station WMGY for period ending July 4, 1949.

Following were granted modification of terms of present authorizations:

WBRL Baton Rouge, La.—Change power from 15 kw to 7.6 kw; ant. from 470 ft. to 460 ft.

KDS-FM St. Louis, Mo.—Change power from 34 kw to 10.5 kw; ant. from 520 ft. to 530 ft.

WIL-FM St. Louis, Mo.—Change antenna from 475 ft. to 300 ft.; site subject to approval by CAA.

WJIZ Hammond, Ind.—Change power from 20 kw to 8.8 kw and ant. from 390 ft. to 400 ft.

WESB-FM Bradford, Pa.—Change power from 10 kw to 3.2 kw.

WRMV Richmond, Va.—Change frequency from Channel 295 (106.9 mc) to Channel 226 (92.9 mc) and power from 15.5 kw to 9.2 kw.

WTJS-FM Jackson, Tenn.—Change power from 48 kw to 50 kw.

KFAC-FM Los Angeles — Change power from 58 kw to 8.8 kw; antenna from 2,700 ft. to 190 ft.

WJMX-FM Florence, S. C.—Change power from 8.4 kw to 11.5 kw and ant. from 395 ft. to 350 ft.; subject to approval of application which covers mod. of WJMX ant. to accommodate FM ant.

WICA-FM Ashtabula, Ohio—Change power from 47 kw to 52 kw.

KADA-FM Ada, Okla.—Change power from 160 w to 440 w subject to KADA requesting authority to determine power by indirect method during installation of FM ant. and new ant. resistance measurements of KADA being submitted upon completion of the FM ant. construction.

from *Tele-Tips* WLW-T

OLYMPUS MINSTRELS

All the lusty appeal of the traditional minstrel show of the gas light era has been captured by this half hour TV production. Burnt cork humor, end men gags, virile band music, vocal and instrumental solos — the kind that wowed them in the '90's — is wowing them again on WLW-T, every Sunday 8:30 to 9:00 PM. Here's an excellent "ways and means" to sell the growing and enthusiastic audience of WLW-T.

WLW-T CINCINNATI

Crosley Broadcasting Corporation

A STILL TONGUE

DENOTES A WISE HEAD,

Let "The Other Guy" Talk

while in Memphis you quietly

Buy

WMPS 10,000 WATTS DAY
5,000 WATTS NIGHT
680 KILOCYCLES

AN AFFILIATE OF THE AMERICAN BROADCASTING COMPANY

RADIO REPRESENTATIVES, INC.

Hearing Designated

WKAT Inc., Miami Beach, Fla., and A. Frank Katzentine, Miami Beach, Fla.—Granted petition by WKAT Inc. requesting that application for new TV station be designated for hearing in pending consolidated proceedings, granted petition by Katzentine to dismiss without prejudice application for TV station.

WTPS-TV New Orleans, La. — Set aside Commission action April 13 denying application for additional time in which to complete construction of TV station; designated said application for hearing.

May 18 Applications . . .

ACCEPTED FOR FILING

Assignment of license

KCRT Trinidad, Col.—Assignment of license from H. L. Corley tr/as Corley Radio and Sound Service to Earnest M. Cooper and Rembert O. Coyle d/b as Mel-Bert Bcstg. Co.

WRDW Augusta, Ga.—Assignment of license from Augusta Bcstg. Co. to Radio Augusta Inc. Contingent on grant of transfer of stock filed simultaneously.

KCHS Hot Springs, N. M.—Assignment of license from Leonard R. Trainer and Reginald H. Shirk d/b as Sierra Bcstg. Service to Sierra Bcstg. Co.

Transfer of Control

WGRV Greeneville, Tenn.—Transfer of stock owned by Robert W. Rounsaville in Radio Greeneville Inc. to Paul O. Metcalfe.

WTLS Baltimore, Md.—Transfer of control from Cohen Bros., Samuel Carliner, Levy, Byrnes and Gordon, Herbert Levy, Norman Kal, and Frederick L. Allman to Ben Cohen, Samuel Carliner and Herbert Levy, voting trustees for Ben Cohen, Levy, Byrnes and Gordon, Herman Cohen, Samuel Carline, Norman G. Kal, Henry G. Fisher and Frederick Allman through corporate reorganization.

KXLW Clayton, Mo.—Transfer of control St. Louis County Bcstg. Co. from Guy Runnion and Gladys A. Runnion to Lee J. Sloan, Silas E. Sloan and T. Virgil Sloan.

Assignment of CP

WPKE Pikeville, Ky.—Assignment of CP from John T. H. Scott, Oscar William Thompson and W. Frank Scott d/b as East Kentucky Bcstg. Co. to East Kentucky Bcstg. Corp.

WNAF Providence, R. I.—Assignment of CP from Community Bcstg. Service Co. to Narragansett Bay Bcstg. Co.

Transfer of Stock

WRDW Augusta, Ga.—Transfer of present stock in WRDW to Radio Augusta Inc.

WEKR Fayetteville, Tenn.—Transfer of 80 shares of common stock owned by R. A. Largen in Elk River Bcstrs. Inc. to Arthur D. Smith.

License Renewal

KSON San Diego—Application for license renewal.

WATN Watertown, N. Y.—Same.

Transfer of Control

WFOB Fostoria, Ohio—Transfer of control to Seneca Radio Corp. from Lawrence W. Harry to Andrew Emerine, Alfred Bersted and Arthur E. Kaubisch through purchase of 52.8% of common stock.

Modification of CP

WDBO-FM Orlando, Fla.—Mod. CP new FM station for extension of completion date.

WJNO-FM West Palm Beach, Fla.—Same.

WMAZ-FM Macon, Ga.—Same.

KBTR Minneapolis, Minn.—Same.

WMFD-FM Wilmington, N. C.—Same.

WEST-FM Bethlehem, Pa.—Same.

WLAV-TV Grand Rapids, Mich.—Mod. CP new commercial TV station for extension of completion date to Oct. 15.

KMTV Omaha, Neb.—Same to Oct. 12.

WHAM-TV Rochester, N. Y.—Same to Dec. 5.

WHEN Syracuse, N. Y.—Same to Dec. 12.

WKTV Utica, N. Y.—Same to Sept. 30.

WFIL-TV Philadelphia—Same to July 31.

TENDERED FOR FILING

AM—580 kc

KCNA Tucson, Ariz.—CP new AM station to change from 1310 kc 250 w unl. to 580 kc 5 kw-D 1 kw-N DA-DN.

AM—1230 kc

KFPW Fort Smith, Ark.—CP new AM station to change frequency from 1400 kc to 1230 kc.

Assignment of License

WVIM Vicksburg, Miss.—Assignment of license from P. K. Ewing Jr., F. C. Ewing and Myrtle M. Ewing d/b as Ewing Bcstg. Co. to Radio Mississippi Inc.

KXLO Lewiston, Mont.—Assignment of license from Capital Bcstg. Co. to William G. Kelly and Victor J. Morgan d/b as Montana Bcstg. Co.

KRIC-AM-FM Beaumont, Tex.—Assignment of AM license and FM CP from KRIC Inc. to The Enterprise Co.

MILWAUKEE Common Council awards citation was given WISN Milwaukee on completion of a year of *Your Common Council* series. Presentation was made to Gaston W. Grignon (r), station manager, by Mayor Frank P. Zeidler (l) and Alderman Fred P. Meyers, chairman of the council's radio committee. WISN's "splendid services and cooperation which effected useful public service" were lauded.

May 19 Decisions . . .

DOCKET CASE ACTION

Further Hearing Granted

Announced memorandum opinion and order reopening record for further hearing in matter of applications of Antilles Bcstg. System Inc., Rio Piedras, P. R. and Radio Americas Corp., San Juan, P. R. and scheduled hearing for July 7 at Washington, D. C., upon eng. issues set forth in memorandum opinion and order.

Petition Denied

Announced memorandum opinion and order denying petitions of Frontier Bcstg. Co. (KNOW), Austin, Tex. for rehearing of decision released March 2 granting application of Bee Bcstg. Co. for new station at Beeville, Tex., and for interim relief.

Petition Granted

Announced memorandum opinion and order granting petitions filed by American Bcstg. Corp. (WLAP), Lexington, Ky., and Scripps-Howard Radio Inc (WCPO) Cincinnati, requesting review of March 11 action of motions commissioner granting petition of Queen City Bcstg. Inc., Cincinnati, for leave to amend application to specify new trans. site; set aside said action of motions commissioner and denied said petition to amend.

Petition Denied

In memorandum opinion and order, Commission denied petition for reconsideration filed by Scripps-Howard Radio Inc. (WCPO) addressed to Commission's memorandum opinion and order adopted Dec. 6, 1948; ordered that Scripps-Howard Radio Inc. is directed, within 30 days to notify Commission whether it desires to prosecute its 630 kc application or WVLK applications; that in event no such notification is received, Commission will dismiss 630 kc application and WVLK applications; that in event an election is made to prosecute 630 kc application, WVLK applications will be dismissed; that in event election is made to prosecute WVLK applications, 630 kc application will be dismissed; amended Para. 7 of Dec. 6, 1948, memorandum opinion and order regarding citation.

BY COMMISSION EN BANC

Petition Denied

WBNY Buffalo, N. Y.—Adopted memorandum opinion and order denying petition requesting that Commission set aside order of Feb. 16 dismissing WBNY's earlier petition for reconsideration directed against action of December 15, 1948, granting application of Dunkirk Bcstg. Corp., Dunkirk, N. Y., and for other relief.

Action Set Aside

KSTN Stockton, Calif.—Upon petition, set aside March 10 action denying application for mod. CP to extend completion date; granted application for assignment of CP to new partnership composed of Dr. Harry Morgan, Knox LaRue, N. John Anton and A. Dwight Newton; granted extension of completion date of construction to July 1.

May 19 Applications . . .

ACCEPTED FOR FILING

Modification of CP

WSAY Rochester, N. Y.—Mod. CP new AM station increase power etc. for extension of completion date

WPRA Mayaguez, P. R.—Same.

Modification of License

WGIV Charlotte, N. C.—Mod. license change name from Publix Bcstg. Service of Charlotte Inc. to Charlotte Radio and Television Corp.

License Renewal

KRNO San Bernardino, Calif.—Renewal of license for AM station.

KCRT Trinidad, Col.—Same.

KICA Clovis, N. M.—Same.

WCHV Charlottesville, Va.—Same.

KGY Olympia, Wash.—Same.

Transfer of Control

WAAM (TV) Baltimore, Md.—Transfer of control from Cohen Bros., Samuel Carliner, Levy, Brynes & Gordon, Herbert Levy, Norman Kal and Frederick L. Allman to Ben Cohen, Samuel Carliner and Herbert Levy, voting trustees for Ben Cohen, Levy, Brynes & Gordon, Herman Cohen, Samuel Carliner, Norman G. Kal, Henry Fischer and Frederick Allman through corporate reorganization

Modification of CP

WCAU-TV Philadelphia—Mod. CP new commercial TV station for extension of completion date.

License for CP

WCAU-TV Philadelphia—License for CP new commercial TV station.

TENDERED FOR FILING

WHLW Rutland, Vt.—Assignment of CP from Herbert L. Wilson to Central Vermont Bcstg. Co.

WAVU Albertville, Ala.—Assignment of license from Pat Murphy Courington to Pat Murphy Courington and Ivo H. Sparkman d/b as Sand Mountain Bcstg. Service.

THE LONG ISLAND STORY

WHLI

daytime listenership now tops 3 network stations in Long Island's Hempstead Town where **retail sales** exceed $1,000,000-a-day . . . $392,000,000-a-year . . . $4234-a-family.

Retail sales here are 35% **higher** than the US average.

Data sources: Sales Management 1949 Survey of Buying Power; Conlan, January 1949.

AM WHLI FM

HEMPSTEAD, LONG ISLAND, N.Y.

ELIAS LGODOFSKY President

SERVICE

Twenty-four years of faithful service to American agriculture makes WIBW the most-listened-to-station in Kansas and adjoining states.

WIBW The Voice of Kansas in TOPEKA

BASEBALL RATES

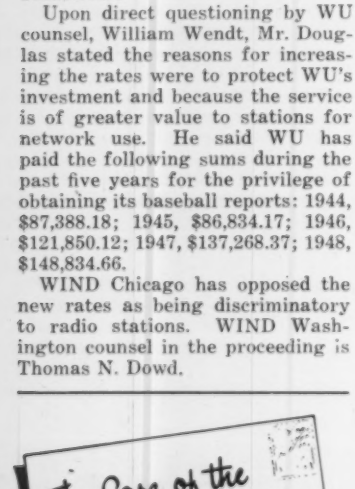
WU Case Partially Heard

FCC's inquiry into Western Union's rates and practices for baseball play-by-play service was partially heard in Washington last week and then continued to June 7.

With Hearing Examiner Elizabeth C. Smith presiding, Western Union presented its only witness, A. J. Douglas, assistant vice president, who reviewed his firm's past policy and rates and outlined the formulation of the new rates which became effective April 18 [BROADCASTING, May 2, April 18]. The new rates call for payment of $2 per game by each station using the service in addition to the regular fee paid by the originating station subscriber.

Upon direct questioning by WU counsel, William Wendt, Mr. Douglas stated the reasons for increasing the rates were to protect WU's investment and because the service is of greater value to stations for network use. He said WU has paid the following sums during the past five years for the privilege of obtaining its baseball reports: 1944, $87,388.18; 1945, $86,834.17; 1946, $121,850.12; 1947, $137,268.37; 1948, $148,834.66.

WIND Chicago has opposed the new rates as being discriminatory to radio stations. WIND Washington counsel in the proceeding is Thomas N. Dowd.



The listener was absent minded. He forgot to put an address on the postcard. But on the back he had written: "Dear Will: Please send me the flower bulbs you have been advertising." That's all he wrote, but it was enough.

The postoffice sent the card right to "The Old Corral" in care of KDYL — right where it belonged.

That's just one example of the acceptance of KDYL in the rich Utah market.

KDYL-TV, now in its second year, does the same smart selling job in television, too.

KDYL
UTAH'S NBC STATION
AM-FM-TELEVISION

National Representative: John Blair & Co.

Box Score

SUMMARY TO MAY 19

Summary of Authorization, Applications, New Station Requests, Ownership

Class	Total On Air	Licensed	CPs	Cond'l Grants	Applications Pending	In Hearing
AM Stations	1,988	1,946	219	...	420	240
FM Stations	728	334	561	15*	64	30
TV Stations	60	9	111	...	329	182

* 8 on air

Call ASSIGNMENTS: KIBL Beeville, Tex. (Bee Broadcasting Co., 1490 kc, 250 w, unlimited); WBCU Union, S.C. (Union-Carolina Broadcasting Co., 1460 kc, 1 kw, unlimited); WGSV Guntersville, Ala. (The Guntersville Broadcasting Co., 1270 kc, 1 kw, daytime); WRCO Richland Center, Wis. (Richland Broadcasting Corp., 1450 kc, 250 w, unlimited); KASI-FM Ames, Iowa (Ames Broadcasting Co.); KISW (FM) Seattle, Wash. (Ellwood W. Lippincott); WDMG-FM Douglas, Ga. (WDMG Inc.); WFOR-FM Hattiesburg, Miss. (Forrest Broadcasting Co.); WLBH-FM Mattoon, Ill. (Mattoon Broadcasting Co.); WLOH-FM Princeton, W. Va. (Mountain Broadcasting Service Co.); WPRN (FM) Princeton, Ind. (Princeton Pub Co. Inc.).

TV APPLICATION

Nashville, Tenn.—Charles S. Cornell, Channel 2 (54-60 mc), ERP 16.2 kw visual, 8.1 kw aural, antenna height above average terrain 407.1 ft.; estimated cost $166,123.58, first year operating cost $94,000, revenue not estimated Mr. Cornell, sole owner, was born in Budapest, Hungary, and is real estate owner and radio artist as well as conductor and composer. Filed May 16.

FM APPLICATION

Boston, Mass. — Emerson College, Channel 201 (88.1 mc), power 10 w maximum. Estimated cost $3,723. Professor Charles W. Dudley is director of radio. Filed May 11.

AM APPLICATIONS

Plattsburg, N. Y.—Clinton County Broadcasting Corp., 1340 kc, 250 w unlimited; estimated cost $9,365. Principals: John R. Cummins, attorney, president ⅓ owner; David Caplan, attorney, vice president ⅓ owner; Marlise Cummins, writer, secretary-treasurer ⅓ owner. Filed May 16.

Cloquet, Minn.—Cloquet Broadcasting Co., 1450 kc, 250 w unlimited; estimated cost $12,693.41. Principals: John O. Vick, chief engineer WSHB Stillwater, secretary-treasurer 60%; Victor J. Tedesco, manager and 22.5% owner WSHB, president 25%; Albert S. Tedesco WSHB program director and 20% stockholder, vice president 15%. Filed May 18.

Waycross, Ga.—Teletronics Inc., 570 kc, 1 kw daytime; estimated cost $29,930. Principals: Mrs. Virginia Price, 50% interest Bowen & Co., Philadelphia brokerage firm, 10% interest Pepsi-Cola Bottling Co., Dothan, Ala., and 40% owner Memorial Corp., president 98%; Virginia Bowen, 10% interest Dixie Brokerage Co. Inc., Atlanta, Ga, and 10% owner Concessions Inc., Atlanta, vice president 1%; Thelma Franklin, employe J. H. Bowen Co., secretary treasurer 1%. Filed May 18.

Pomona, Calif.—Pomona Broadcasters, 1250 kc, 250 w daytime. Estimated cost $12,422. LeRoy R. Haynes, sole owner is superintendent and treasurer LeRoy Boys' Home, LaVerne, Calif. Filed May 19.

Booneville, Ind.—Booneville Broadcasting Co., 1540 kc, 2.5 kw daytime. Estimated cost $13,435. Henry C. Sanders, radio engineer. Owensboro Broadcasting Co. is president and 49% stockholder Projection Adv. Co., Owensboro. Filed May 19.

MILITARY NEWS

Key Personnel Announced

APPOINTMENTS to key positions in the news division of the newly-consolidated Office of Public Information, National Military Establishment, were announced last Tuesday by William Frye, public information director. The news division merges the media sections of the Army, Navy, and Air Force.

Heading the division is Curtis Mitchell, formerly national director of advertising, publicity and exploitation for Paramount Pictures Inc. John Adams, formerly with CBS, will serve as civilian deputy. Division is divided into four branches headed by the following: Charles Dillon, chief of radio-television activities; Lee Hargus, press chief; Jose A. Yovin, pictorial chief, and Commdr William Lederer, magazine-books chief.

The radio-television section also consolidates those activities which have been conducted separately by the Army, Navy and Air Force. Assisting Mr. Dillon, former radio director for Veterans Administration, are Commdr. Harrison H. Holton, news and special events; Maj. Thomas O. Mathews, scripts and production; Capt. Robert P. Keim, television.

Special emphasis is being placed on television operations to meet the growing demand of the TV industry, Mr. Frye said. Former staff members of the Army, Navy and Air Force and Marine radio sections have been placed in the branch to augment operations.

TRANSIT RADIO

Sponsors Up, Says Pellegrin

SPONSORS numbering 355 in 37 business classifications were using Transit Radio May 1, Frank Pellegrin, vice president in charge of sales, announced in Chicago last week. This total represents an increase of 145 since February, he added. Listing includes national, regional and local advertisers on 10 FM stations.

Additional Transit Radio outlets soon will begin commercial operations in Worcester, Mass.; Evansville, Ind.; Allentown-Bethlehem, Pa.; Kansas City, Mo. and Baltimore. National advertisers include Swift & Co., Fitch Shampoo, Carling's Ale, Household Finance Corp. and Esquire Publications, Mr. Pellegrin said.

WORL CASE

SCOTUS Upholds FCC Denial

DELETION of WORL Boston loomed last week as the U. S. Supreme Court upheld FCC in its denial of the station's license-renewal application on grounds of concealed ownership [BROADCASTING Oct. 10, 1947].

The station is operating under a temporary license which expires June 1, but Commission authorities thought additional time would be allowed to permit WORL to wind up its affairs. Three weeks ago the station asked for an extension to 90 days from the date of the Court decision, regardless of the outcome. This must be acted upon before June 1.

The Court's action reversed the decision of the Court of Appeals for the District of Columbia, which had over-ruled FCC's refusal to renew. The Supreme Court issued no opinion, simply citing its own ruling in the WOKO Albany case, where FCC's power to deny renewal on grounds of concealed ownership was upheld.

The speed with which the decision was issued was somewhat unexpected. It came Monday, exactly one week after the Court heard oral argument [BROADCASTING, May 16].

WORL spokesmen said their next step had not been decided. There is a possibility they will ask the Supreme Court for rehearing.

Meanwhile, six applications for WORL's facilities already have been heard by the Commission and presumably can be acted upon without further delay, unless additional proceedings develop. The applicants: Pilgrim Broadcasting Co., Beacon Broadcasting Co., Boston Radio Co., Continental Television Corp., Joseph Solimene, and Bunker Hill Broadcasting Co.

WORL is on 950 kc with 1 kw, daytime only. It is owned by Harold A. Lafount, former member of the Federal Radio Commission and now general manager of the Arde Bulova radio interests, and Sanford H. and George Cohen, New York attorneys.

Murray Elected

DR. ALBERT FRANCIS MURRAY, TV consultant of Washington, D. C., has been elected to the board of directors of Sindlinger & Co. Inc., it was announced by Albert E. Sindlinger, president. Dr. Murray also will serve as a consultant to Sindlinger & Co., operators of Radox—the new instantaneous electronic radio TV audience measurement service which is now operating in Philadelphia.

WSTC and WSTC-FM
STAMFORD CONN.
The Gateway to New England
A B C Affiliate
Representative: J. P. McKINNEY & SON

AT one session of the Georgia Radio Institute were (l to r): Wilton Cobb, WMAZ Macon, Ga.; Ken Tredwell, WBT Charlotte, N. C.; and John Fulton, WGST Atlanta, retiring president of the Georgia Assn. of Broadcasters.

* * *

GA. RADIO INSTITUTE

Mullinax Named GAB Head

EDWIN MULLINAX, general manager of WLAG La Grange and WSAC Columbus, Ga., was elected president of the Georgia Assn. of Broadcasters at the closing session of the fourth annual Radio Institute held at the U. of Georgia in Athens May 12-14 [BROADCASTING, May 16]. The institute is co-sponsored by the GAB and the university.

Other officers elected during the GAB business session were Tom Carr, WGLS Decatur, vice president; Ben Williams, WTOC Savannah, secretary-treasurer; Wilton Cobb, WMAZ Macon, and Fred Scott Jr., WKTG Thomasville, directors.

Television dominated most of the discussions during sessions of the institute. George Moscovics of CBS, New York, told the broadcasters that television is not so much another advertising medium as it is a new and uniquely efficient method of selling.

ABC Commentator Elmer Davis pointed out that television may kill radio news as it is today, but he emphasized that TV has a long way to go yet. "Television news is not at present satisfactory," he said.

Prediction that video will raise the status of women broadcasters was made by Enid Day, Davison-Paxon Co., Atlanta. Speaking on "How a Department Store Uses Radio," Miss Day said that women's voices and their lack of stage presence and experience have been big defeaters in radio for retail stores. "But," she concluded, "women by their very feminine appeal on a television screen are going to find that they're one up on the men in TV."

Sam Slate, program director for the New York office of BBC, outlined the work of BBC, with emphasis on its cooperation with the Voice of America and its efforts to increase understanding between the U. S. and Great Britain.

Speaking at the opening dinner meeting of the three-day session, Gov. Herman Talmadge of Georgia urged the broadcasters to "continue to exercise the same impartiality on public questions which you have established in the past. Continue to present the news unbiased and accurate and continue to give all sides fair representation over your means of communication."

Other speakers included Irvin G. Abeloff, WLEE Richmond, Va.; Ken Tredwell, WBT Charlotte, N. C.; Fred Palmer, Columbus, Ohio; Richard Shafto, WIS Columbia, S. C.; Gordon Gray, WIP Philadelphia; A. D. Willard Jr., NAB executive vice president, and President Jonathan C. Rogers of the U. of Georgia.

AD COUNCIL

Re-Names Strouse, Arney

MEMBERSHIP of the Committee on Radio Broadcasting of the Advisory Council on Federal Reports has been reappointed by the council. Ben Strouse, WWDC Washington, continues as chairman, with C. E. Arney Jr., NAB secretary-treasurer, again serving as secretary.

Mr. Strouse

Since its organizaiton several years ago the committee has made progress in simplification of FCC questionnaires and reports. It submits recommendations to Budget Bureau.

Among current committee projects is reduction in the paper work involving changes in station ownership. The committee sees unnecessary duplication in the requirement that all ownership changes must be reported when they occur and in addition monthly ownership reports are required by the FCC.

Serving on the committee with Messrs. Strouse and Arney are Charles Barham Jr., WCHV Charlottesville, Va.; Kenneth H. Berkeley, WML Washington; H. J. Brennan, WJAS Pittsburgh; Carl J. Burkland, CBS; John Elmer, WCBM Baltimore; E. K. Jett, WMAR Baltimore; Merle Jones, WCCO Minneapolis; C. T. Lucy, WRVA Richmond, Va.; James H. Neu, CBS; Gustav Margraf, NBC; Herbert L. Pettey, WMGM New York.

FREE SPEECH

SCOTUS Decision's Impact On Radio Pondered

MEMORIES of radio's historic Shuler case were stirred by the U. S. Supreme Court's free-speech decision in the Terminiello case last week, while broadcasters pondered what it could mean to their own operations.

The Shuler case, in 1932, denied a licensee's right to broadcast attacks on certain minorities, religious groups and others, and, in effect, to use his station to air his own "prejudices." In the Terminiello case the Supreme Court upheld a man's right to speak in public even if his speech "stirred people to anger, invited public dispute, or brought about a condition of unrest."

One question raised by legal observers was whether the Terminiello case, though not specifically involving radio, did not, in effect, reverse the doctrine of the Shuler decision.

If the courts may not fine a man $100 for a speech which "provoked a hostile mob and incited a friendly one, and threatened violence between the two," they asked, would the Court today uphold a denial of license to another Dr. Shuler or to a station whose programming lacked, for instance, the "balance" that FCC prefers?

More practically, they asked, if a man is entitled to hire a hall and, with a mob outside, condemn the mob and "vigorously if not viciously" criticize various racial and religious groups, then might he not also demand the right to make the same speech on the air?

If he did, would broadcasters be required to give him time? That was perhaps the uppermost question.

Distinguishing Feature

Some authorities, including FCC attorneys, saw Dr. Shuler's licensee status—rather, his position as head of the licensee—as the feature which distinguished the two cases. They pointed out that the Court which handed down the Shuler decision drew this distinction.

But many of them felt, considering together the Terminiello case and FCC's Scott Decision on the broadcast rights of atheists, that Father Terminiello would be entitled to air time to repeat his speech if he requested it, since he represents "a viewpoint." Whether the Supreme Court would uphold that right was another question.

A station which carried such a speech, it was conceded, would at least be faced with many protests and requests for time in which to reply.

In the Scott Decision FCC did not say that stations must honor all requests for time in which to present a viewpoint. "Selection with fairness" must be the guide, and factors to be considered include "the extent of the interest of the people in [the station's] service area in a particular subject to be discussed, as well as the qualifications of the person selected to discuss it." The decision continued:

The criterion of the public interest in the field of broadcasting clearly precludes a policy of making radio wholly unavailable as a medium for the expression of any view which falls within the scope of the constitutional guarantee of freedom of speech.

The Terminiello case split the Supreme Court 5 to 4. Justice Robert H. Jackson issued a stinging dissent. He charged that the majority, if it does not "temper its doctrinaire logic with a little practical wisdom," may "convert the constitutional Bill of Rights into a suicide pact."

The majority opinion, by Justice William O. Douglas, held that "a function of free speech under our system of government is to invite dispute," continuing:

It may indeed best serve its high purpose when it induces a condition of unrest, creates dissatisfaction with conditions as they are, or even stirs people to anger. Speech is often provocative and challenging. It may strike at prejudices and preconceptions and have profound unsettling effects as it presses for acceptance of an idea. That is why freedom of speech, though not absolute . . . is nevertheless protected against censorship or punishment, unless shown likely to produce a clear and present danger of a serious substantive evil that rises far above public inconvenience, annoyance, or unrest. . . . There is no room under our Constitution for a more restrictive view. For the alternative would lead to standardization of ideas either by legislatures, courts, or dominant politicial or community groups.

The Shuler decision was handed down Nov. 28, 1932, by the Court of Appeals for the District of Columbia and was not reviewed by the Supreme Court. It upheld denial of license renewal of KGEF Los Angeles, which was licensed to Trinity Methodist Church, South. Dr. Shuler was minister of the church. The decision said in part:

Applicant may continue to indulge his strictures upon the characters of men in public office. He may just as freely as ever criticize religious practices of which he does not approve. He may even indulge in private malice or personal slander—subject, of course, to be required to answer for the abuse thereof—but he may not, as we think, demand, of right, the continued use of an instrumentality of commerce for such purposes, or any other, except in subordination to all reasonable rules and regulations Congress, acting through the Commission, may prescribe.

At Deadline ...

REGIONAL POWER GRANTED TO KONO SAN ANTONIO

IMPROVED facilities of 5 kw day, 1 kw night directional on 860 kc fulltime were awarded to KONO San Antonio Friday in final decision by FCC which denied competitive bid of Roy Hofheinz and W. N. Hooper d/b as Texas Star Broadcasting Co. for new station there. An early "Blue Book" station, KONO won boost from present 250 w fulltime assignment on 1400 kc because it has improved programming during past two years and Eugene J. Roth, owner, pioneered in San Antonio radio [BROADCASTING, Sept. 9, 1948].

Comrs. Paul A. Walker and Frieda B. Hennock both dissented from majority opinion, in which Comrs. E. M. Webster and George E. Sterling did not participate, and voted for grant of Texas Star. Both believed Texas Star would give better programs. Comr. Hennock cited recent decision of U. S. Court of Appeals in WJLD Bessemer, Ala., case which said FCC must consider programming as vital element of public service in comparative proceedings [BROADCASTING, May 9]. Texas Star was involved in two other FCC hearing cases last week (see stories pages 56 and 60).

WGL BIDDER DROPS OUT

COMPETITIVE bid of Anthony Wayne Radio Inc. for purchase of WGL Fort Wayne, Ind., dismissed by FCC Friday on request of applicant. Firm had matched $150,000 offer of Fort Wayne *News-Sentinel* for Farnsworth Radio & Television Corp. outlet [BROADCASTING, Feb. 7]. Anthony Wayne, which includes ex-FCC Chairman James Lawrence Fly, told Commission it had been put in poor competitive position by FCC denial of request to amend its application to allow more local people to subscribe for stock. Firm was reimbursed for expenses, $9,632.50, by paper.

WOR-FM MOVES TO N. J.

WOR-FM New York discontinuing broadcasts for two weeks to move transmitter from 444 Madison Ave., New York, to North Bergen, N. J., site of WOR-TV new video antenna tower. Old location being taken over by WFDR (FM) New York, new station.

SERVICING BILL REFERRED

ILLINOIS House Bill 702 limiting TV servicing, repair and installation to graduates of recognized TV schools, referred to committee after vigorous opposition from electronic parts and equipment manufacturers and Radio Mfrs. Assn. Bill calls for examination and license by Dept. of Registration & Education.

TV COVERS FLOOD

POWER of TV was graphically illustrated during flood last week in Fort Worth, Tex., area, according to Harold Hough, general manager, WBAP WBAP-TV. Station recorded film shots of disaster which washed out 1,600 homes and caused $15 million property damage. WBAP-TV, which started week (May 15) with baseball telecast in front of "smoldering" stands, telecast 17 minutes of flood newsreel, using mobile unit to catch family rescues, horses stalled on housetops, etc. In all, televiewers received 60 minutes of filmed shots taken in Fort Worth and Dallas during period.

PARAMOUNT PRODUCTIONS, KTLA AWAIT SUIT NOTICE

ACTION awaited on $200,000 libel suit against KTLA(TV) Hollywood and Paramount Television Productions filed in Los Angeles Superior Court. Filed in name of Di Gorgio Fruit Corp., near Bakersfield, suit asks $100,000 actual and $100,000 exemplary damages. Action contends that film, allegedly prepared and telecast by KTLA May 27, 1948, held farms up to hate, contempt and ridicule by misrepresenting life among laborers.

Klaus Landberg, Paramount Productions West Coast director, disclaimed any knowledge of suit. Time for film, titled *Proverty in the Valley of Plenty*, was paid for jointly and presented by AFL Film Council and Los Angeles Central Labor Council, not station, according to Mr. Landsberg. John Morrow, Di Gorgio attorney, issued "no comment" in reply to query why suit had been delayed for year.

LAWYERS SCORE ABA'S RULE ON TV APPEARANCES

CHARGES of "ridiculous" and "sensitive" were hurled at American Bar Assn. Friday after KTSL Hollywood was compelled to drop lawyer participation TV show, *Television Examiner*. Weekly program, which featured group of attorneys discussing various topics, hit by interpretation of ABA's Canon 18, which brands appearances as advertising and therefore unethical.

One attorney told BROADCASTING: "It is as ridiculous to contend that an appearance on television is advertising as to argue that publicity which surrounds a criminal lawyer is advertising." Another cited illogic of TV policy while permitting lawyers to take part in political campaigns, civic drives and committee activities despite publicity that accrues.

HELBROS CURTAILS

HELBROS WATCH Co., New York, is dropping *Quick as a Flash* on MBS after sponsoring show three years. Reason for radio budget curtailment ascribed to watch market drop. Agency, William H. Weintraub & Co., New York.

THOMPSON HEADS KFYO

RESIGNATION of DeWitt (Judge) Landis, general manager of KFYO Lubbock since 1936, and appointment of Assistant Manager Gordon Thompson to succeed him were announced Friday by O. L. (Ted) Taylor, executive general manager. Mr. Landis leaving to devote more time to KICA Clovis, N. M., of which he is substantial stockholder, and to personal investments including Salt Lake City bottling firm owned by him and Mr. Taylor.

SEN. WHITE IMPROVING

CONDITION of Wallace H. White Jr., retired Republican Senator and former chairman of Senate Interstate & Foreign Commerce Committee, who suffered heart attack May 13, was described as "continuing to improve" late Friday. Mr. White was honor guest at dinner given May 12 by NAB President Justin Miller [BROADCASTING, May 16]. Following day he was stricken.

DAYTIME STUDY SHOWS AUDIENCE UNDER-RATED

RADIO advertisers who pitch messages to housewives during mornings and afternoons were found by a special WOR New York study to get more for their money than ordinary Hooper, Pulse and Nielsen ratings would indicate.

WOR housewife study, conducted among telephone and non-telephone homes last fall by Pulse, revealed that:

1. Twenty-six percent of all metropolitan New York housewives are listening to radio during average daytime half-hour as compared with 14% sets-in-use average for all listeners in phone homes.
2. Among housewives at home, 37% were listening to radio, as compared to Hooper daytime level of 22%, based on telephone survey.

Also significant is finding that those in middle and lower income brackets listen to radio more than "well-to-do," as do housewives in homes without phones, who average 20% more listening than those with phones. More sets-in-use were found among younger women, and those with children under 15, than among older women, women with older children or no children at all.

Robert Hoffman, WOR research director, says survey shows "daytime radio is doing a far more effective job for advertisers than is reflected by audience-measurements methods which currently cover all daytime listeners." Difference in listening levels for housewives alone and for all daytime listeners, Mr. Hoffman says, is understandable because most daytime programs are directed to women.

Survey was conducted in 10 metropolitan New York counties, and covered listening habits from 8 a.m. to 6 p.m., Mon.-Fri., on non-rainy days to eliminate effect of weather.

Closed Circuit

(Continued from page 4)

FMA petition for hearing on question of duplicating AM programs on FM [BROADCASTING, Nov. 3, 1947]. Probable action: Hearing. FCC Chairman Coy is on record for requiring duplication by AM-FM broadcasters.

FCC DUE to come to grips soon with difficult and as yet unsettled question of whether its rules prohibit programming on TV sound track (either independent programming or by duplication of AM-FM programs) during test pattern transmissions. Though there have been occasional horseback opinions against such programming, authorities concede rule is unclear. At least two stations which are duplicating AM and FM on TV aural transmitter have been asked what they think.

INTELLIGENCE from abroad: FCC Chairman Wayne Coy and CBS President Frank Stanton are lunching in Paris June 6. (Mr. Coy is heading U. S. delegation to telephone and telegraph conference; Mr. Stanton is vacationing in Europe.)

WBKB (TV) Chicago rehearsing puppet show similar to *Kukla, Fran & Ollie* as replacement for NBC-TV feature which moves to WNBQ (TV) Chicago June 13. Format—girl talking with puppets about activities at Hollywood studio. Show, tentatively called *Larry on Location*, being groomed for CBS-TV.

COMMUNICATION at deadline: "Please be so good as to publish correction of erroneous statement made in CLOSED CIRCUIT May 16 issue. Mr. Wilmotte's first application directive antenna principles to broadcasting came much later than initial application at WBEN Buffalo made during summer of 1930. Regards. (s) Paul F. Godley [Consulting Engineer]."

KMBC KFRM

HEART BEATS

Kansas City, Missouri — *from the Heart of America* — Trade Paper Edition

KMBC-KFRM First In New Survey

"The Team" Ranks First in Public Service Programs in Conlan Study

Again, The KMBC-KFRM Team has won top honors in a big, important survey; this time a personal interview survey of the "aided recall" type. Final report of the Conlan Study was issued in April, 1949. The survey was made at the Kansas State Fair, and the American Royal Livestock and Horse Show last fall, and was limited to residents on the farm and in small towns of less than 2,500 population. It included 1,223 interviews from 150 counties within The KMBC-KFRM Team's primary coverage area.

Interview results from each county were weighted to give each county its true relative importance according to its number of radio families.

Experienced interviewers asked six major questions: First, "What Radio Stations do you listen to regularly?" Response showed The Team far out in front among all broadcasters in the huge Kansas City Primary Trade area.

Second: "What Radio Farm editors and Market reporters do you listen to regularly?" The Team's Phil Evans and Bob Riley were far in the lead. Ken Parsons, although then a relatively new air name, ranked fifth.

Third: "What Radio Stations do you listen to for News?" The KMBC-KFRM Team led all Kansas City broadcasters!

Fourth: "What Radio Stations do you listen to for Market reports?" The Team led in number of mentions to this question by 60 per cent over the second-place station.

Fifth: "What Radio Stations do you listen to for other Farm programs?" The Team had four times more mentions than the second ranking station.

Sixth: "What Radio Stations do you listen to for Women's homemaking programs?" The Team received twice as many mentions as the second place station.

The KMBC-KFRM Team not only has top listener preference in the area it serves, but provides advertisers with the most economical circulation in the $4,739,317,000 Kansas City Primary Trade territory.

Only The Team provides "one broadcaster" coverage of this huge area which encompasses western Missouri, all of Kansas, and portions of adjacent states —3,970,100 people within The Team's half-millivolt contours! This wide coverage, also the remarkably wide-spread sampling in this survey, are dramatically shown in the map on this page.

Interested parties are invited to study this and other KMBC-KFRM surveys. Simply call any Free & Peters "Colonel" or KMBC-KFRM man!

KMBC-KFRM FEATURES SKILLED AND VETERAN NEWS STAFF

"To keep in touch with the times—keep tuned to KMBC" became a news by-word many years ago in the minds of radio listeners in the Kansas City area, when KMBC pioneered newscasting.

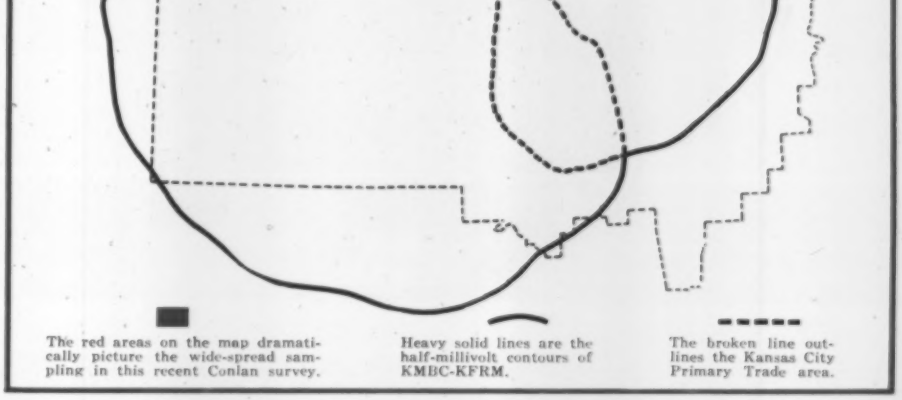
The KMBC-KFRM Team's News staff, greatest among Kansas City broadcasters, has a combined total of 76 years news experience. The six full-time veteran journalists are experts in compiling, editing and writing newscasts that are tailored to Heart of America listeners.

ERLE SMITH
News Director

Under the direction of Erle Smith, 14 years as managing editor at KMBC, the staff presents 19 daily newscasts on the two stations, all specially prepared and up-to-the-minute on local, regional, national and world happenings. Supplementing the battery of teletypes, members of the staff cover regular news runs, in addition to their broadcasts. Special correspondents in many communities throughout the Kansas City Trade area provide local coverage for "hometown headlines."

In addition, The Team is the only Kansas City broadcaster with a Washington correspondent. He is Walter Cronkite, famous United Press European correspondent who covered the Nuremberg trials and last year returned from Moscow. Cronkite daily telephones material of interest and importance to the Kansas City Trade area, also records three weekly quarter-hour reports — including interviews with Senators and Congressmen and "VIP" from the Kansas City Trade area.

Oldest continuous sponsor of KMBC newscasts (also on KFRM) is Phillips Petroleum. Other nationally known news sponsors include Studebaker, Metropolitan Life, Procter & Gamble, National Biscuit, Mid-Continent Petroleum, Peter Paul confections and others.



The red areas on the map dramatically picture the wide-spread sampling in this recent Conlan survey.

Heavy solid lines are the half-millivolt contours of KMBC-KFRM.

The broken line outlines the Kansas City Primary Trade area.